

Primeland Perspective

CUSTOMER NEWSLETTER



We Don't Live in Silos...

The people of CHS Primeland work and live together with you as part of local communities. Those connections extend to each division as we share resources from every aspect of our extensive CHS knowledge network. In this issue of our newsletter, we're highlighting those links.

On page 4, you'll discover all the ways our interactions with the University of Idaho benefit students, some of whom will become future employees or future co-op members. Those connections are important for everyone's success.

A good portion of our operations are in rural communities where CHS Primeland is the largest employer. Our employees connect with their neighbors through service clubs and city councils. Their energetic commitment to our customers defines their lives.

We link our resources to customers daily, because we believe those connections result in wins for everybody. After all, who wants to live alone in a silo?



*By Ken Blakeman
General Manager, CHS Primeland*

“The people of CHS Primeland work and live together with you as part of local communities. Those connections extend to every division as we share resources...”

IN THIS ISSUE:

2 How CHS resources weave a network of services you need.

3 Technology is changing how we communicate.



Chain Reaction: How One CHS Connection Leads to

Who cares whether the chicken or the egg came first? What matters to CHS Primeland employees is the value our combined products and training bring to each farmer. So let's watch the chain as it adds linkage, imagining it all starts the day a producer buys a new tractor ... and a baler, too.

As a lifelong farmer himself, Steve Bughi, our Massey Ferguson dealership sales manager, knows what it's like when the dealer you bought from doesn't recognize your face a week later. "That's why we take service calls any time, all the time. New tractors do a lot, but it can be a steep learning curve. Nobody can remember all of it on the first try. Our parts manager can give you settings over the phone or, if it requires more than that, we go to the customer.

"Information flows freely at our annual Tractor Night and our half-day Baler School. Farmers bring their questions and leave with plenty of service and operating tips. AGCO sends experts who help us make sure local producers get the most from their equipment."

Training puts us ahead of the curve

Energy Specialist Craig Cooper just happens to see that new tractor and baler on the way to the customer. He immediately thinks, "I should tell them about the newest oil specs. CHS had been training us to be ready for when CK4FA became the standard lube. In fact, we were trained a full two years ahead of the new lube introduction! That's how our local producers know they're getting the most bang for their buck."

Craig was once a Cenex® customer. "When I was supplying lubricants for the gold mining industry, I got to choose the supplier. Cenex impressed me by flying out four guys to talk with me. Those guys are still with CHS and still helping me assure my customers can move forward."

Meanwhile, Energy Specialist Larry Vincent delivers diesel for that new tractor prior to haying season. He understands his role connects local customers to the comprehensive CHS refinery network. "Think about the resources that link us. CHS starts with crude and moves it through our own refineries and into the pipeline that reaches our end users. That sets us apart from suppliers who merely distribute fuel." Add to that the first-hand insights we get from our own CHS fuels

hedging department. "We know what the market is doing and we have those in-house experts for fuel contracting. A business without its own connections has to go through more steps and that drives up the price to farmers."

Linking to production

The tips from Steve Bughi, Craig Cooper and Larry Vincent help make the new tractor-baler combo successful in its first hay season. So now, it's time to assess the value of that fodder to the cow/calf herd. "This year, protein has been a big concern with the grass so dry," John Lamb of our Grangeville, Idaho farm store explains. "We're here with additives and supplements such as SmartLic® tubs that help livestock digest the feed. When a rancher comes in with complicated nutrition questions, Tucker Cool is the logical connection. He's willing to put on a lot of miles to help our customers."

Tucker, our regional consultant for CHS nutrition, picks up the story here. "I work through local points of contact like CHS Primeland store managers. Every nutritional issue is situational ... so I investigate those specific situations. Sometimes, I'll need to visit in person.

"Recently, I drove from my home base to a ranch, sampled forages and sent samples to a third-party lab in Nebraska. We identified a mineral tie-up problem that responded to a chelated mineral program (UltraMin™). That increased calving percentages."

Tucker stresses the full extent of CHS resources nationwide. "Beyond our three mills in the Pacific Northwest, I'm always in touch with nutritionists who advise many CHS mills across the country. CHS consistently invests in keeping our training current. We're all certified by the American Registry of Professional Animal Scientists."

500 text messages a day!

Even when our tractor-buying customer is focused on hay or reaching out for help with a specific cow/calf nutrition issue, it's possible to stay in touch with our grain department. It might be a text message from Jeff Sayre, CHS Primeland grain buyer, that triggers a sale from the tractor cab.

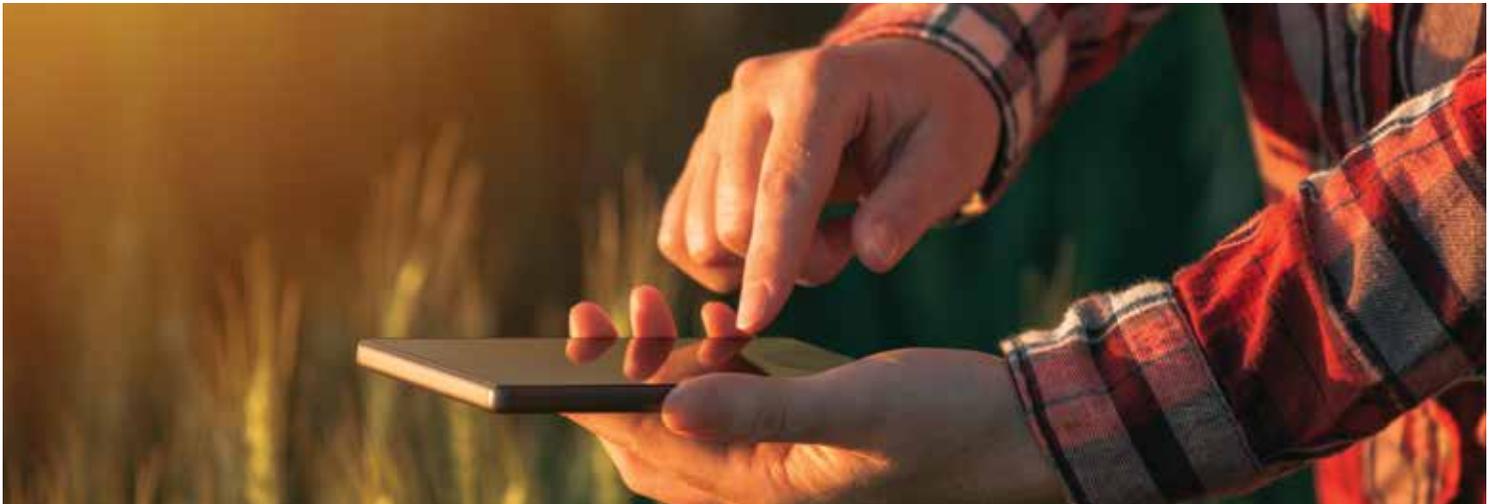
Another

“I connect using 500 text messages to customers every day. Those instant updates in a tractor, truck or combine cab allow our customers to be smarter and more efficient in their marketing. By bringing changing market factors to their cabs, we give them the ability to complete grain transactions without stopping to do their own research,” Jeff explains.

“As younger growers take over for family members, they want to leverage our resources for the best possible marketing decisions. Recently, one told me, ‘I found myself making the same mistakes Dad and Grandad did, catching the downside of the market instead of the upside.’ I think our resources—our

connections—will help him achieve his goal.”

“In challenging times, I encourage producers to lean toward the organization with the most resources,” Grain Buyer Norm Ruhoff sums up. “Our CHS network brings the producer a full slate of alternatives up and down the production cycle. We have access to shared resources that keep costs down, plus we’re connected to marketing influencers on a global scale. We’re ready to help customers sort through market opportunities that complement services at our fast, efficient facilities. CHS Primeland is truly a farm-to-market connection!”



What Farmers Want to Know Right Now

By AJ Renfrow, Agronomist in Kendrick, Idaho, and Josh Williams, Agronomist in Walla Walla, Washington

These days our agronomy team connects with customers faster. Though face-to-face communication is still very important, farmers of all ages are learning cell phone conversations and text messaging help them get a lot more done. And done faster.

A big chunk of our business is handled by text. Because we’re constantly in touch, we can quickly prevent mistakes. Our applicators text questions the same way our customers do. Which tools we use depends on who is making decisions for the farm operation, but we always intend to transfer information rapidly.

Through CHS, we’re connected to a massive information base which we can channel to local producers.

For instance, conversations with a producer in the Kendrick area led to him becoming a new customer for

our precision ag services. Using our variable-rate maps, we applied fertilizer this spring on his less productive acres and saved him money. Using fewer inputs on his less productive areas saved money this year and helped him be a better environmental steward.

Every time we fulfill our mandate of solving problems — not merely providing products — we gain trust. How we’ve dealt with resistant weeds illustrates that. We changed our approach to include more fall applications rather than waiting for weeds to get established in the spring. It’s working for our customers!

Our resources grow from the combined knowledge of all our CHS Primeland departments. We connect our patrons to advanced seed technology, soil improvement practices, grain marketing expertise and energy products. That’s an awesome package of total insight.



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Our Strong Linkage With the University of Idaho Connects Future and Current Students, Alumni

“In the year and a half I’ve been at the University of Idaho, the value of our relationship with CHS Primeland has become increasingly evident,” says Michael Parrella, dean of the College of Agriculture and Life Sciences (CALs). “We are extremely fortunate to have this connection, which helps us create leaders in our industry. CHS is always eager to support our students and encourage student growth.”

Obviously, it’s a relationship that works both ways, CHS Primeland Director of Sales and Marketing Jim Miller responds. “We’re proud to employ the school’s graduates and to serve alumni who are among our patron-owners.”

Exactly how and when do we connect with the University? There’s no need to blow our own horn. Carly Schoepflin, Director of Communications and Strategic Initiatives at the CALs at the University of Idaho, is happy to do that for us. “CHS Primeland touches the careers of our students at all stages. They assist us with recruiting, retaining, educating and then providing employment opportunities for them. CHS sponsors transportation and resources for our Ag Days recruitment event, which creates in-classroom experiences for high school students. These events allow the students to picture themselves attending college.”

Once students enroll, CHS steps up to improve their on-campus experience, Carly reports. “In recent years, they’ve helped support our Food for Finals program: free breakfast and lunch during finals week. Whether students have used up their meal plan or don’t have time to prepare their own food, they can eat in our facility where there’s space for quiet study time.”

CHS financial support also comes into play for college of agriculture professional development opportunities, events such as etiquette dinners, networking nights, awards dinners and, of course, internships. CHS also participates in agribusiness courses doing case studies and guest lectures with students. “That way students hear from professionals, so they can better understand opportunities that await them,” Carly adds.

Jim says, “A number of employees are alumni and so are our customers. CHS Primeland has a hand in the university’s grower outreach. We co-promote field days and bring growers to tailgate events during football games. But possibly the best example of our connection with the CALs is student participation in the annual CHS Harvest for Hunger. Student clubs and academic units compete to fund state and local food banks.”



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