

SIDERoads

ENGINEERED TRANSPORTATION EFFICIENCY

SUMMER 2010

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Simon Trucking

Creating success through partnership



Also in this issue:

Poulin Grain: Focusing on customer communication

Ohio State University: Milling feed for research

Inside Walinga

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A WATT Custom Publication

Welcome to *SideRoads* Summer 2010

I regularly read a number of different publications. I do this to see what or how people promote their products, and it also gives me a good idea as to what triggers people's buying habits.

In my reading, I've come to notice there is a common theme: the environment. This is a good thing for us to keep in mind as we make our purchasing decisions, and not only our purchasing decisions, but also our everyday decisions. For, are we not all called to be good stewards?

I recently had the opportunity to sit with one of our customers and discuss a certain type of manufacturing process. This process was quite involved, and one might think it was also rather costly. However, after running through the complete process, it became clear that while there was a certain cost involved, the cost would also return a substantial net gain if followed through properly. These gains would be seen in efficiency, in minimized waste, in environmental issues and in increased employee dedication.

These are all objectives of our company, and things we hope you would see if you came to our facility and walked through the plant. We hope you would see a striving after efficiency, whether you toured our Machining division in Carman, Manitoba, our Vac

production facility in Fergus, Ontario, or our main production facility in Guelph, Ontario. Hopefully you would realize that we are doing our part to not only be efficient, but to also be good stewards.

At all of our facilities we have employed methods that allow us to recycle virtually all of our unused materials in the manufacturing process. We strive to ensure that our suppliers utilize minimal packaging of components. Even in our paint and prep department we have established more environmentally friendly processes. Yes, sometimes these add costs to our equipment, but at the end of the day our goal is to meet the needs of our customers such that we provide a better product as well. Hopefully we also meet the call to be good stewards, and we hope this is the message you receive when you read through this edition of *SideRoads*. We hope you will see our dedication not only to design, efficiency, quality and durability, but also to the environment.

Terry Medemblik, Sales & Marketing Manager
Walinga Inc.



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News in the industry

China purchases US corn

The USDA recently announced the export sale of 115,000 metric tons (4.5 million bushels) of U.S. corn to China, according to a U.S. Grains Council press release.

The rapid growth of China's agricultural output has begun to be outpaced by demand, despite strong production gains as a result of market-based reforms instituted 30 years ago. This, in conjunction with the country's dramatic economic growth, reportedly has encouraged China to open their markets to corn imports.

U.S. Grains Council sources suggest six additional cargos of U.S. corn (250,000-300,000 metric tons or 9.8-11.8 million bushels) may have been booked for China delivery.

"For the past 30 years, the U.S. Grains Council has had a presence in China, working with local producers, feed millers and manufacturers to demonstrate the

value and cost effectiveness of U.S. corn and their co-products," said Rick Fruth, U.S. Grains Council chairman and Ohio corn farmer. "We are pleased to see that these market development efforts by the Council are being realized in corn sales to China. We anticipate China to be a long-term importer of U.S. corn and co-products."

Thomas C. Dorr, U.S. Grains Council president and CEO, says food security with our trading partners is dependent on continuous, transparent and stable trade relationships.

"We are hopeful the trade relationship with China will mimic the successful, long-standing relationships the United States shares with other parts of the world," Dorr said. "This is indeed encouraging news as U.S. corn growers proceed at one of the most rapid paces ever to plant what appears could be another record crop."

Gulf oil slick could impact grain markets

The giant oil slick in the Gulf of Mexico is causing some jitters in the grain market, as shippers assess the potential of the country's largest grain port to face possible slowing from the disaster.

The port connecting the Gulf with the Mississippi river – known as the Southwest Pass – is the central point of export of soybeans, corn and wheat with between 55% and 65% of these grains moving from the port. If shipping slows, costs could rise as exporters need to find alternative ports or sources.

So far, ships moving in and out of the port have not been affected. The U.S. Coast Guard and shipping companies continue to monitor the situation.

New standards sustain fish meal sourcing

Sustainable fish meal can support the needs of expanding aquaculture, according to Dr. Andrew Jackson, technical director of the International Fish Meal and Fish Organization.

The organization introduced its Global Standard for Responsible Supply in October 2009, which imposed standards on sourcing fish for meal and oil production with participation from the Global Aquaculture Alliance, the Marine Conservation Society and the World Wildlife Federation of Scotland. Fish meal producers are now audited by a third-party.

The objective is to control catches that will sustain and prolong using these products for human food and aquaculture. Currently, definitions are being prepared to describe byproducts since trimmings now constitute 25% of the raw materials for fish meal production.



Simon Trucking

Creating success through partnership

Back in 1981, Melvin Simon and his son, Ken, started their own business pulling grain hoppers, dry vans, and livestock trailers in Comfrey, Minn. That business was called Mel Simon Trucking. The business grew well, and the fleet of trucks increased year after year. It took them some time before they started hauling feed, but when they finally did in 2000, that segment of the business did so well that it became the company's main focus.

It was at that point when Matt Simon became a partner in the business with his father, and the two still run the company now known as Simon Trucking Inc. Simon Trucking now has 10 trucks including seven all-bulk, one straight truck and two end-dumps. Most of the time, they stay within a 500-mile radius of Comfrey, but they will travel to all 48 contiguous states.

One of the keys to Simon's success has been their successful 10-year relationship with Christensen Farms, which is based out of Sleepy Eye, Minn. Christensen, which got its start in 1974, is now the largest family-owned swine producer in the US and the world, with operations in Minnesota, Iowa, Nebraska, South Dakota, Colorado and Illinois. Including non-family-owned businesses, they are the third-largest in the US.



According to the Christensen website, they raise three million pigs a year. That's a lot of pig feed.

TRUST AND HONESTY

Matt Simon estimates that Christensen now makes up about 75% of their business. The other 25% is hauling soybean meal, distillers and cattle feed for other customers. Clearly, Simon Trucking has a direct interest in making sure Christensen Farms continues to grow and is healthy, and that the two maintain their excellent relationship.

"It takes a lot of trust and honesty," Simon said. He also stressed the importance of clear communication in building a good customer relationship. "If there's a problem, we sit down and talk about it and go."

Aside from good communication and the basic requirement of being on time, staying successful can also requires a lot of flexibility. "When people need something done," Simon said, "we bend over backwards and help them out. No matter what time of day or night, we do it."

Simon gave the example of the time a customer called him at 6 p.m. asking him to get a delivery out to Montana, a distance of 700 miles, in just 13 hours. "I shoved two guys in the truck and got the customer his feed when he wanted it," Simon said. "It was one of those deals where you say ok, and then you make it happen."

That can-do attitude has driven Simon's success. After 30 years in the business, they know well that haulers can't be too choosy. You have to take the work that's there today, because there may not be anything tomorrow.

OVERCOMING CHALLENGES

Simon Trucking's success hasn't come without its challenges. In Minnesota, the winter offers plenty of struggles. Last winter brought record snows. Right before Christmas, Minnesota experienced 26 inches of snow in one day followed by several more storms that kept clogging roads. Once the road crews had a chance to clear the main highways, the drivers still had to maneuver on the icy small roads and unplowed farms lanes. "It was just a weekly battle," Simon said.

Over the past few years, a thorn in the side of many haulers has been fuel costs: Simon said their company has been fairly well protected from the fluctuations because they use a set fuel surcharge. But the fuel costs, of course, affect the price of everything else, which raises everyone's overall operating expenses.

In addition to rising costs, Simon mentioned that the CSA 2010 changes to the FMCSA safety rating system will put a strain on many, but he welcomes the challenge. CSA 2010 will give increased safety responsibility to drivers. Simon thinks that holding drivers personally accountable for issues with their vehicle will motivate them to communicate better with their company and resolve problems sooner, which will improve the safety of everyone on the road. He also predicts that the regulations will either get less serious drivers to be more responsible, or it will flush them out of the business.

RELIABILITY

One issue Simon has not had to worry about is his feed trailers. Over the past 14

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months, Simon has invested in five Walinga feed trailers. "We got our first one and just fell in love with it, and just kept on ordering."

Simon said he and his father really liked how easy it was to work with their sales representative, Gordon Blom at Sioux Center in Iowa, and Sales and Marketing Manager Terry Medemblik. Simon said the company clearly takes pride in every trailer that comes out of the plant, a fact that shows in all the little details on the trailers.

"No matter how we order the trailers, they always meet our needs," Simon said. "If I want to change something on them, they build it and do it exactly the way we want." The new trailers had lift axles and extra lights. They also had tool boxes installed right on the trailers. Whatever requests he made, the dealers made sure they understood and did it right. "A lot of other companies don't listen to us," Simon said. "Walinga does."

The appearance of the trailers was also a great selling point. "I'm big into looks. I want our equipment to look good. I want it to be clean." The Walingas are so distinct-looking, and they stay good-looking for so long, that even the customers are impressed. "They see those Walinga trailers, and boy they ask a million questions. They really take pride in our equipment and their yard. The trailers look good and that makes our company look good too."

Simon also appreciated how easy the new trailers are to maintain. "The engineering is

awesome. You can tell in the product that they take pride in it." Good engineering makes maintenance a lot easier for Simon and his father, who do that work themselves. The two are very experienced with equipment—they rebuild trucks—and they appreciate the elegant engineering that makes it easier to keep the trailers running well.



Simon Trucking's success hasn't come without its challenges. In Minnesota, the winter offers plenty of struggles. Last winter brought record snows.

DURABLE TRAILERS

Whenever the Simons have needed to ask questions, or have faced minor issues with their Walingas, they have had an excellent experience resolving problems over the phone with the shop workers in Sioux Center.

"They try to make us happy," Simon said of the Sioux Center dealership. "If we ever have any troubles, I call up the salesmen, and they do what it takes to make it right."

Simon also appreciates the unique, lightweight but durable trailers that help him carry more payload per trip, which lets his company serve its customers more efficiently and with reduced costs.

"One thing is that their product costs a little bit more up front," Simon said, "but in the long run, you're saving." Simon's philosophy is that you can either pay more up-front to buy a quality product, or you can pay a lot more down

the road to maintain and replace an inferior product. "I'd just as soon pay for it up front and have it all be downhill from there," Simon said. "There's feed trailers out there, but then there's Walinga. Walinga's in a class of its own." ■



Poulin Grain

Focusing on customer communication



Poulin Grain is a family owned business, and it has been since A.J. Poulin started the company in 1932. After A. J. retired, his son Gaston had a great run with the business. Then, grandson Jeffery brought it up to another level by starting manufacturing and then starting a wholesale division. The company is now in the fourth generation of family ownership, with Jenna and Josh Poulin running the business. Poulin Grain has facilities in Vermont (Newport and Swanton) and in Canton, New York. They specialize in high quality dairy, equine, pet and livestock feeds. Their operations reach across the Northeastern US from Maine to Rhode Island and into Western New York.

The family-oriented way of doing business has done Poulin Grain a world of good with both employees and customers. The company's 20 truck drivers average more than 17 years of service. John Robillard, maintenance and project manager,

describes himself as a "lifer," having logged more than 27 years with the firm.

"It's fun working at Poulin Grain," Robillard said.

Being able to retain staff for so long has helped the company develop an excellent customer communication chain. When one of the managers goes on vacation, the team that stays behind is well-versed enough to resolve issues quickly in their absence.

IMPORTANCE OF CUSTOMER SERVICE

Another communication benefit customers enjoy is being able to reach a real person when calling customer service. "If one phone doesn't get answered," Robillard said, "the call will trip to another facility," avoiding the endless string of automated phone trees so common in other industries.

The dispatchers know all of the customers and understand their needs, especially when the weather turns sour, to be certain to understand the timing issues the farm or

dealer is having. The dispatchers are known for working long hours when the customers need them, and their devotion makes a big difference to both drivers and customers.

"We're very hands-on with our customers," Robillard said. For example, their drivers look for ways to leave the delivery site looking better than they found it. They frequently fix leaky grain bins, and they keep an alert eye out for low power lines. If lines are posing a safety hazard for the big augers, the company will take the time to work with the utility company to get the lines fixed or raised to a higher safety level.

MAKING THE MOST OF THE SITUATION

A company's sales staff is its first line of communication with the customer. Sales reps are the ones most likely to hear about new issues at the farms or dealers, because they hear what people want but just can't find in the marketplace yet. Robillard said Poulin Grain's sales staff is always on the cutting edge, looking for new ways to help the customer stay profitable.

Economic changes over the past several years have caused every business to adapt or perish. One of the strategies Poulin Grain has used to keep costs in check, and keep their prices down for their customers, is to try to run greener and conserve power and fuel. "If you can cut \$6,000-7,000 off a lighting budget, that's big," Robillard said.

Poulin Grain understands that their customers are also watching their expenses, so the sales staff works to show the customer where his dollars are, per-cow or per-herd. That helps

the customer get a better handle on his finances, which helps his long-term business health. Poulin Grain's goal is to make a difference in the customer's pocketbook.

"We work closely with both our customers and suppliers to ensure exceptional customer service," Robillard said. "As economies have changed for both customers and us, we have used technology and other tools that increase efficiency to keep customers competitive. We are dedicated to our saying, 'the right feed, in the right place, at the right time.'"

Although some aspects of the economy are looking better, Robillard predicts a full recovery will be a long time coming. Add to that the fact that the dairy market continues to shrink, and each customer becomes more critical to Poulin Grain's success. "We need to go the extra mile for each of our customers just to keep them," Robillard said.

DRIVER INCENTIVE PROGRAMS

Robillard said that driver incentive programs have helped Poulin Grain



Some of the Poulin Grain team (cw from top left):

Mike Provencher, driver

Jack Harris, maintenance

Josh Poulin, owner

Kevin Lussier, supervisor from Swanton facility

Doug Dash, driver from Swanton facility

Brent Willey, driver

Chris Royer, driver

Francis Campbell (left) and Jason Gray, supervisors from Newport facility

reduce their costs and improve driver safety.

Mileage: If the drivers gain more than a quarter of a mile from the year before, their name goes into a drawing to pick scratch tickets. "This is the third year, and we're still saving money," Robillard said.

Inspections: If a driver goes through a Level-1 inspection and the inspector finds nothing to write up, the company gives the driver \$100.

Safe Stat: Poulin Grain prides itself on maintaining a low Safe Stat rating among its drivers. The rating is based on the number of traffic stops and accidents a truck has been involved in, and it affects both insurance rates and the likelihood that a driver will be pulled over in the future. Emphasizing safety this way helps the company lower costs, avoid delays in delivery, and make sure that their drivers are keeping the roads safe for everyone.

Spot the hazard: If an employee spots and reports a potential hazard, their name goes into a drawing for \$50.

The incentive programs save money and increase safety, and they also help keep Poulin Grain's public image looking good. Trucks are a giant moving billboard for the company, and the way it looks and the way its drivers conduct the vehicle affect the way customers perceive the business.

WHY WALINGA?

In 1993, Poulin Grain bought one Walinga trailer and another brand. The two arrived within a few months of each other. Six to eight months later, the Walinga truck still looked good, but the other one looked "like garbage," Robillard said. For a company that sees its vehicles as moving billboards, shabby trailers just wouldn't work. "Poulin doesn't run like that," Robillard said. "We want our trucks looking good."

Among the facilities, Poulin now has 6



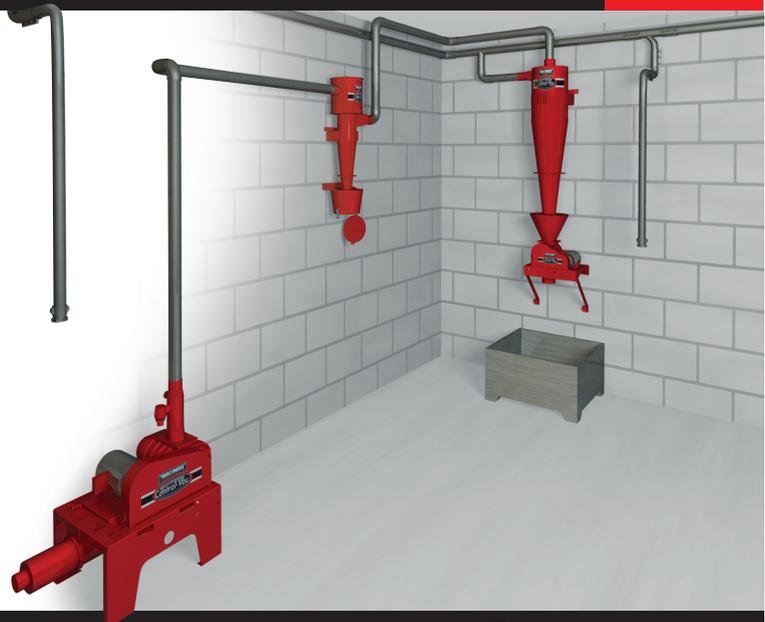
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tri axles, 13 tractors, 9 grain trailers (mostly Walinga) and 19 box trailers. They also added a brand-new 10-wheel Walinga tank on May 4, which is coming online in June.

In addition to their appearance, drivers liked Walinga's unloading times, which

With the durability, reliability, long-term good looks and similar philosophies about customer service and communication, Walinga and Poulin Grain seem like natural partners. "I have priced other companies out there," Robillard said. "I feel like I

We are dedicated to our saying, 'the right feed, in the right place, at the right time.'



allowed them to deliver feed faster, spending less time at each stop. The unloading system's hydraulics were well-designed to handle increasingly heavier cubic densities in feed, meaning that Poulin Grain can expect to be able to handle denser products in the years ahead without having to struggle with unloading problems.

Walinga durability has also kept Poulin Grain happy over time. Robillard rated his Walinga at a 98% or better reliability rate. "There are no breakdowns. If I have issues, more likely it's a tractor or something else."

CUSTOMER COMMUNICATION

Like Poulin Grain, the local Walinga sales reps at EMM understand the value of customer communication. EMM President John Conrad has given presentations at drivers' meetings, where he discussed the best way to handle the hydraulic systems with the people who will be the primary operators.

EMM has also capitalized on Internet communication: when Robillard has an issue or a special request, he can email pictures to his reps and get a fast solution. Phone calls get answered, and instead of getting passed from person to person, it's easy to find someone with an answer.

can't take the chance of ordering something I'm not going to like for the next 10-12 years."

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Ohio Agricultural Research and Development



In some ways, Ohio State University's (OSU) feed mill in Wooster, Ohio, is a lot like other feed mills. Workers spend

“We’re all part of a team. It makes us all shine if we all go together, work together and get the project done.”

a lot of their time focusing on quality control and preventing cross-contamination while manufacturing feed that meets their

customers' strict requirements.

But the OSU mill is also different. It is a state-of-the-art research facility. Approximately \$6.5 million went into construction of the mill, which was dedicated in August of 2009 to replace the university's old mill that had been in service since 1965. The old mill had seen a lot of action, and it certainly made its share of contributions to the understanding of animal nutrition. But after more than four decades, the equipment was wearing out.

A new mill allowed upgrades like a new roller mill, hammer mill, and pellet mill. The new system makes better use of automation, which helped cut down on hand-carting and the physical work of feed production.



Randy Steiner driver; Phil Bicker, fleet manager; and Jack Bardall, feed mill manager.



Feed mill manager, Jack Bardall, and Dean of the Agriculture College, Bobby Moser

PRECISION IS IMPORTANT

"Now we can do a lot more with the computer," Jack Bardall, feed mill manager said.

Bardall explained that the new mill uses sophisticated computer programming to control the formulations of the feed. That precision is important, because all the feed the mill produces is used in OSU research projects.

The OSU mill works with 80 different rations in one year. They are currently working on 128 different projects with the university's animal science department. About 80% of OSU's animal science research depends on the feed produced by the mill.

That's why this mill was built with an emphasis on cleanliness. "We designed it so we can physically clean everything out between

every batch of feed," Bardall said. Every bin is self-cleaning. Keeping the feeds separate is critical for everyone in the feed manufacturing and delivering business, but for researchers there is another level of complexity.

In addition to the industry-wide issue of making sure horses only get horse food and ducks only get duck food, some of the products the OSU mill works with are not yet available on the market. Their long-term effects are not yet understood—that is why researchers are studying them. For these experimental products, it is absolutely critical that they only go to the animals who are supposed to have them.

A BOUTIQUE OPERATION

The OSU mill could be called a boutique

operation. The focus is on precision and control, not on volume. It was built with the capacity for 8,000 tons per year, and is currently producing about 4,000. These small loads of specialized feeds also require precisely controlled conditions on their way from the mill to the customer.

In this case, the customer also happens to be within the same organization: OSU.

OSU has two bulk units and one regular box truck for bagged feed. One of the two bulk tanks is a Walinga the university

according to Bardall, is that it provides more places for feed to get trapped, leading to contamination issues.

OSU uses a stinger pipe to unload directly into the feed bins. "It keeps it clean," Bicker said.

Walinga's well-designed blower system provided real benefits to the mill's customers. It meant that Randy Steiner, who drives the rig every day, can deliver feed more efficiently, spending less time at each delivery site, and less time sweeping out the truck. He can also be certain he is delivering

We have a hands-on experience with all the different ingredients out there. When the products do get to market, we can say we've been a part of it.

acquired at about the same time the new mill opened. The Walinga truck fit perfectly with the new mill's objective of preventing cross-contamination.

"I did research for quite a while," Fleet Manager Phil Bicker said. Bicker had been around the OSU fleet back in 2000, when the university bought its other bulk truck. Back then, they had considered Walinga, but at that time, the mill's funding wouldn't support the added expense. During the course of the next ten years, Bicker kept his eye on the Walinga brand. He also kept track of the performance of his other truck and the mechanical problems it experienced.

A NEW TRUCK

Then, along with the new mill came the funding for a new truck. Bicker decided to look a little closer at Walinga, and there were several aspects he liked. One was the all-aluminum rig, which would resist corrosion better than their previous aluminum-steel mixed bin.

The other feature was the ease of delivery and cleaning. The OSU truck uses all air-delivery, while most operations in the US use augers. The problem with the auger,

exactly what his customer wants, without any cross-contamination.

"It's been a very good truck so far. It's a smooth unload," Steiner said.

BUILT TO ORDER

When ordering the truck, Bicker worked with Dane Peterson at the Walinga dealership in Michigan. "We had a lot of unique questions," Bicker said. "He was always able to come up with answers and solutions."

The OSU team wanted a few custom modifications on their truck. For example, they wanted the option to be able to carry different products when delivering bulk feed. So Walinga added on a box that could transport up to 1,200 lbs of bagged feed, protected from rain, on the side of the truck. "The box is smoothly integrated with the design. It's not something that's cobbled up," Bicker said.

They also opted for permanent covers instead of using tarps on the unloading controls on the side of the truck. With Ohio's long snowy season, salty road spray is a concern. Bicker and Bardall worried that the salt would eventually corrode the controls. Building in the cover mechanism not only

allowed them to protect the equipment, but it also formed the framework for transporting the bagged feed.

Steiner, who drives the truck most of the time, also appreciated the fact that he got a hands-on tutorial with the new tank when it was delivered. Peterson worked with him and the other driver to make sure they understood how to get the most out of the truck.

"They were interested in making sure we were happy," Bardall said. And that commitment to customer happiness has continued; Peterson still checks in periodically by phone to make sure the truck is performing up to OSU's standards.

A TEAM EFFORT

Though the OSU mill struggles with many of the same issues as many commercial mills, it is its own unique environment. Even though this mill is not competing against other mills for OSU's business, all of OSU is competing against

other research outfits for the same grant money. That means everyone in the university's food chain has to work together. "We're all part of a team," Bardall said. "It makes us all shine if we all go together, work together and get the project done."

And at the end of the day, the benefit of all this work doesn't end with corporate growth or increasing margins. The understanding that comes from research goes back to the companies producing feed and appears in the marketplace. It goes out through the extension office and helps farmers and feed manufacturers around the world.

"We have a hands-on experience with all the different ingredients out there," Bardall said. "When the products do get to market...we can say we've been a part of it. And if it weren't for our bulk truck delivery and our new research mill, and the old mill we used to have, we can say these products wouldn't be out there if it weren't for the university." ■

WALINGA DELIVERIES



WHO: 3B Transport

WHEN: May 2010

WHAT: 40 ft, Ultra-Lite, Air Discharge, 50 Cube feet/ft capacity Tank

WHERE: Cardigan, Prince Edward Island (Canada)

WHO: Valley Feed & Seed

WHEN: May 2010

WHAT: 40ft, Ultra-Lite, 12-15-12 High Output Auger Discharge, 40 Cubic Feet/ft capacity tank.

WHERE: Rock Valley, IA



Inside Walinga

Meeting customer needs:

Butch Medemblik and the Canadian Transportation Equipment Association

Recently, the Canadian Transportation Equipment Association (CTEA) has been grappling with both new regulations requiring rear underride protection for trailers, and with the effort to extend the longevity of North American roads. Since Walinga is known for anticipating customer needs, it has been watching the horizon and developments in this area.



Butch Medemblik of Walinga, Inc. with Chassis Fab. Foreman

“We’re very involved with the industry,” said Butch Medemblik, Engineering and Operations manager. Medemblik has been involved with the CTEA since 1992.

In the past, rear underride protection required only a simple non-structural bumper. Now, it is a shock-absorbing, impact-resisting structure meant to keep cars from sliding under trailers in the event of a rear-end collision. Medemblik said the new regulation can be complicated to install on trailers: It is positioned in an area where there is moving equipment, and it has dimensions that could make it chal-

lenging to move in uneven terrain like farm laneways, driveways and barnyards.

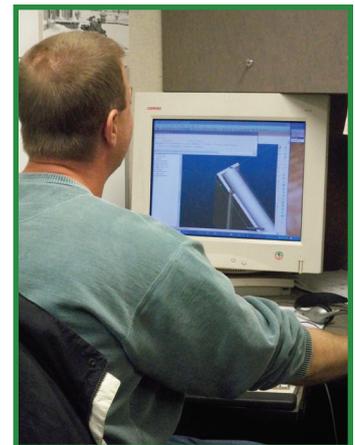
CREATIVE WORK AT WALINGA

“At first,” Medemblik said, “there was a concern that because of the new dimensions, the rear underride would get hung up.” But the creative work of Walinga engineers produced a system that is positioned in such a way that it meets the standard without interfering with the accessory equipment installed on the trailer.

Recent changes in weight and dimensions regulations have also changed things for Fleet Managers. The goal of these new regulations is to help roads last longer with less maintenance while making the trucks and trailers safer and more productive. The regulations could have meant that shippers would have to carry lighter loads, making more trips to carry the same amount of product, which would produce a higher cost for everyone along the chain.

Again, Walinga’s engineering creativity adapted newer technologies like self-steering lift axles and load-limiting

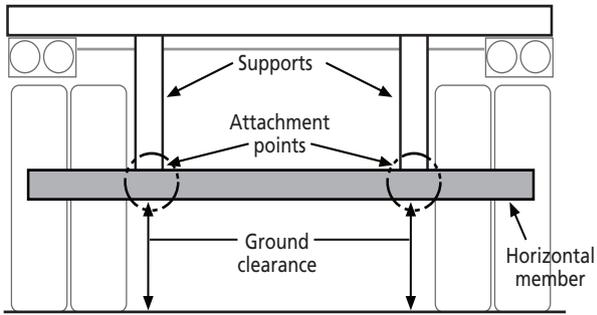
devices. With load sharing devices, axles are deployed on the ground when the weight reaches a certain point. This distributes the weight more evenly, creating less of a point load on the ground. The self-steering axles help to keep all the axles on the ground and



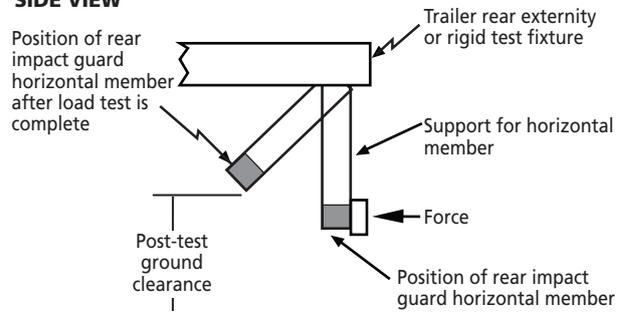
Engineering staff at terminal;

FIGURE 1: Load application test

REAR VIEW



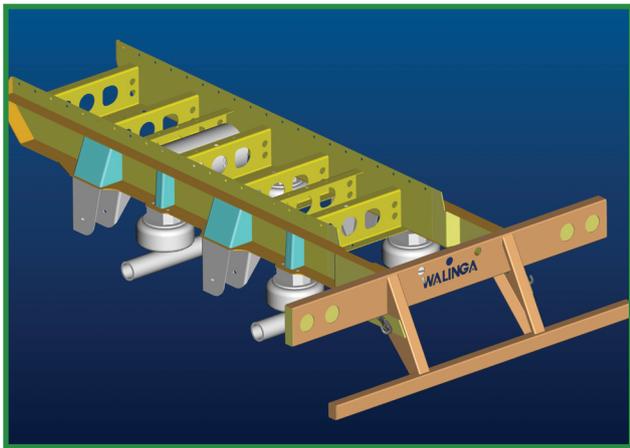
SIDE VIEW



When one half of a rear impact guard is tested, it should have a ground clearance not exceeding 560 mm, measured at any one support to which the horizontal member is attached after completion of the energy absorption test, or, if that test is not required, after completion of the load test.

moving properly, which reduces road-crumbing forces.

Medemblik said, "In order to reduce the impact of these regulations on our



3D/Solid Model drawing of a standard bogie for the hoppers (far right).

customers, we look to new engineering practices and new, lighter materials to increase the allowable payload on the trucks and trailers while still being able to carry the same amount gross of weight."

NEW FEATURES AHEAD

"These are new times, and it's going to continue to develop in other areas," Medemblik said. For example, Walinga engineers are currently working on improving trailer aerodynamics to increase fuel efficiency. New features like side skirts and rear-mounted aerodynamic devices will reduce wind drag. Less wind drag will help customers save on fuel, and will also allow them to run a little greener with a reduced fuel impact.

Another way Walinga meets customer needs is by listening to what drivers and fleet managers are saying. "As customers have ideas," Medemblik said, "we work with them to bring those ideas to fruition." ■

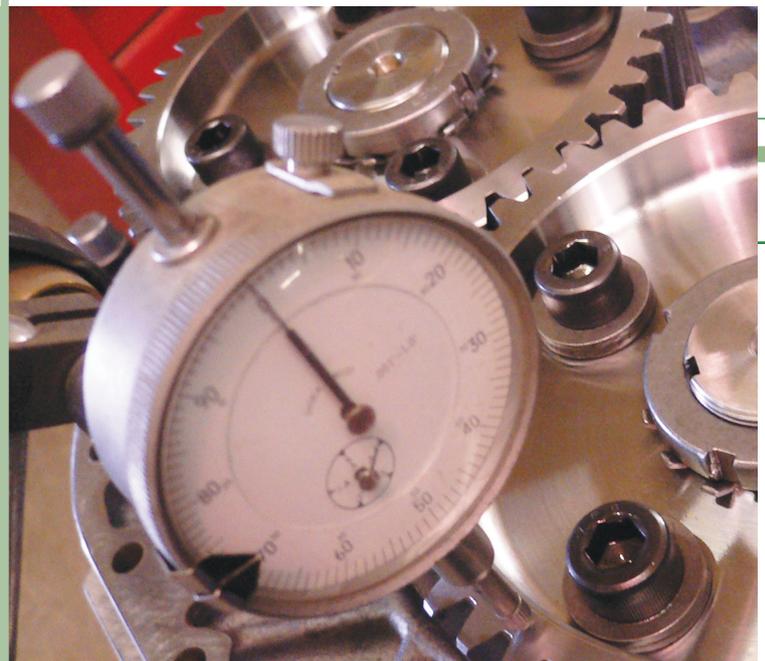
Meeting the challenge:

Cor Lodder at the Machine Shop

Walinga Inc's Machine Shop provides machining and precision assembly support for the entire Walinga product line. It makes the primary components for the Walinga blower, shafts, couplings, and related accessories.

The big challenge for the Machine Shop, according to Operations Manager Cor Lodder, is always trying to produce better performance, durability and serviceability. That improved performance is especially critical in the long term, so Walinga customers can rely on the product to give them a leadership edge in the future.

"We're always trying to find new ways to manufacture the product and provide the customer with good value," Lodder said.



Blower Assembly (left and opposite page, bottom center),

LISTENING TO THE CUSTOMER

The shop makes blowers and airlocks with different features for the different products customers are moving—from corn or beans to plastic pellets and powders. The Machine Shop also looks for ways to make the accessories easier to handle, like creating swivels for the hoses so the operators can deliver product to their customers faster and with greater precision.

Interestingly, The Machine Shop's work has recently expanded to include more



Kees Brouwer (left) has been with Walinga since 1985 and the Machine shop Supervisor since 1996. He is shown here at the computer controls of our very special CNC Planer. This machine was conceived, designed, and built by one of our very talented employees, Case Vanderpol. It is custom designed to machine the high precision profile on our blower impellers. Jakob Pfeif (center) came to us with great skills, training, and ambition from Germany. He is seen at the controls of one of our CNC Machining centers. These machines process many of our larger iron castings to precision tolerances. Nick Barendregt (right) joined Walinga in 2000 and trained as a machinist here from the ground up. Nick has advanced through various skills and work centers in the shop and will be taking over from Kees in a supervisory role on the shop floor.



Mazak bearing cartridges (above, center), Mazak Quick Turn Nexus (above, top), DM Coupling (above, right).

contract machining work for others. The increased contract work balances the shop's workload over the course of the year, which in turn helps its staff stay busy all the time and adds to their overall experience level. It also provides the shop with the money to keep investing in high-tech tools. These tools allow the shop to produce pieces even faster and with greater precision. That leads to increased quality and decreased wait times for the end customer.

PEOPLE AND TECHNOLOGY

Lodder said the two key factors that allow the shop to respond to customer needs are its people and its technology. Many of the 30 plus employees in Carman are machinists, 4 of which are German immigrants, and several others are second-generation workers whose parents or other relatives worked for Walinga. This highly skilled and motivated workforce provides the backbone of the shop, and works the incredibly sophisticated machining equipment.

The shop's technological superstars are the Toyoda horizontal machining center and the Mazak mill-turn center. The Toyoda can handle large castings up to one meter cubed. The Mazak can do the work of two to four different machines. With older machinery, a new part spent most of its production time just waiting in line for the next machine. With the Mazak, a

part that might have taken 7-14 days to finish can now be completed in just 3-4 minutes. Quality Assurance and precision Inspection is provided using the computer controlled FARO Arm coordinate measuring machine.

Lodder said the shop is working on some



This Mazak Mill-Turn center is leading edge technology that allows Walinga to complete complex parts in one operation on this machine instead of through various machines and work centers over a longer period of time.

huge projects right now, like very large blowers and airlocks for ship unloading systems, including one very large airlock. Although most of Walinga Inc.'s customers will never need such an airlock, they will benefit from the experience the shop's machinists gained by building it, and from the highly sophisticated equipment that created it. ■

Education and Training for Today and Tomorrow

By Keith Epperson

Keeping employees trained and educated can be overwhelming. Among the items to stay up-to-date on are the latest government regulations, trends in the industry, equipment advances, cost-savings opportunities and issues related to public relations and human resources—the list goes on and on. The reverse of training is not training, and that can have devastating effects on your company and employees.



So, how do you find all the information to keep informed and ready to train your employees? There are a number of resources available in this area, and one of those resources is the American Feed Industry Association (www.afia.org).

AFIA's Equipment Manufacturers Conference is held each November, and programs such as this one are good places to find information and materials about a range of important issues. The conference held last November, with the theme "Stronger Than Before: Opportunities in a Changing World," was designed specifically for the manufacturers of equipment used in the production of livestock feed, pet food and related ingredients. The conference focused attention on the challenges facing the industry given current economic conditions. One particular highlight of the program was a two-part panel discussion on challenges, trends and needs for the feed and related industry, featuring industry customers.

There also are a number of Distance Education Programs developed to meet the training needs of feed industry employees and professionals. AFIA has teamed with experts at Kansas State University to develop and deliver programming in this area. The benefits of e-learning, new methods of delivery and mobile learning technologies have proven

helpful in many industries, and we believe the feed industry is no exception.

With e-learning, employees receive the latest ideas in the industry, work at their own pace, and are able to complete the course from most any computer with an Internet connection. Depending on the type of class, continuing education credits or certificates of completion are presented to those completing the course.

In addition, there is still a good demand for hands-on training on university campuses where students attend classes and get to see the real equipment used in the feed industry.



Easy to find resources

You can find all the information to keep informed and ready to train your employees online. Look for online courses, seminars, webcasts at the website for the American Feed Industry Association, www.afia.org.

There are several such courses in this country where subjects covered include pelleting, nutrition, management, HACCP, maintenance, government regulations, production quality, feed safety and more.

The bottom line is employees who are well trained are a valuable asset to you and your company. They will help protect you as you work to meet the needs of your customers and remain in compliance with the many regulations and the ever-changing industry we work in. ■

Keith Epperson is AFIA's vice president of feed manufacturing and training. He lives in Muscatine, Iowa. He may be reached at kepperson@afia.org.

New Products

197/257 SERIES BUSHING PUMPS/MOTORS

The P197/P257 series is a line of high-performance gear pumps. This completely new design utilizing computer-aided engineering has allowed Permco to develop a state-of-the-art external gear pump for heavy-duty, high-performance mobile applications.

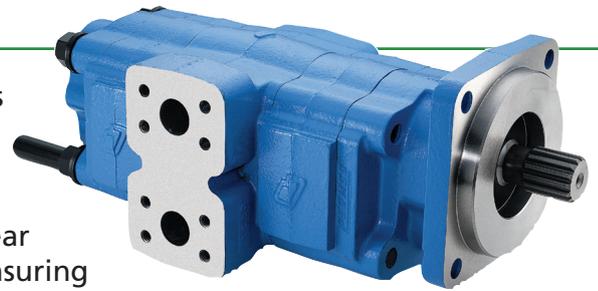
Using specialized sleeve bearing technology, gear journals are supported via a hydro-dynamic film, thus allowing continuous working pressures up to 4,500 psi (310 bar) dependent upon the series and the selected gear size. At rated speeds up to 2,400 rpm, the series is compatible with all mineral-based hydraulic oils and some fire resistant fluids (water glycol and invert emulsions). Employing high-strength iron for all pump body components and an all doweled construction, the P197/P257 is well suited for high-pressure and high shock load applications.

Internal to the P197/P257 are its patented pressure balanced bronze thrust plates. Being of the floating type, the thrust plates are allowed to move freely, providing a positive

seal across the entire face of its mating gear set and ensuring optimum volumetric performance at the highest operating pressures.

The P197/P257 gears are made from a high-quality nickel alloy steel that ensures minimal gear flexure at high operating pressures. By using such a steel, the P197/P257 can be operated over a broad range of working pressures without the ensuing gear wipe of the housing at high pressures that can seriously detract from the volumetric output at lower working pressures.

The series is available in both single and multiple gear housing configurations with a variety of drive shaft and porting options. Depending upon the application, the use of Permco's P3000 series continental drive shafts may be applied to the P197 series.



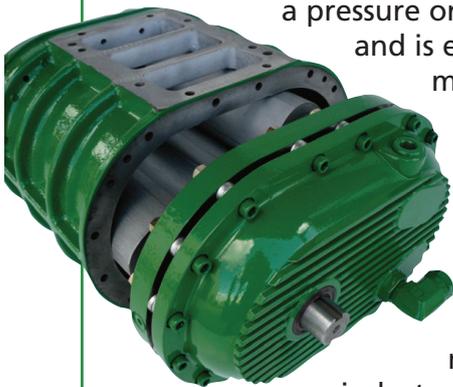
WALINGA BLOWER

The Model 510 Blower is a precision machined cast iron design blower with rated capacity to 1,100 cfm at 3,600 rpm. And 3psi. (1,000 cfm at 3,600 rpm and 12psi.) The

Walinga Blower can be used in either a pressure or vacuum operation and is easily adaptable to most OEM applications.

Being in the bulk handling industry for more than 50 years has allowed Walinga to come to understand the varying requirements faced in the

industry when it comes to bulk commodities. The Walinga Blowers have been developed to meet these many varying requirements.



HYDRAULIC OIL COOLER

The "Super Cooler" is designed to reduce size, weight and heat generated in mobile hydraulic systems.

The unit comes standard with a 7 gallon capacity tank, return line filter, breather cap, oil gauge, heat exchanger (hydraulically driven), suction and return ports. All in a compact design.



Visit Walinga at these 2010 industry events

JUNE 9 - 11

World Pork Expo
Des Moines, IA
www.worldpork.org/

JUNE 16 - 18

Western Canada Farm Progress
Regina SK
www.myfarmshow.com/

JULY 20 - 22

Wisc. Farm Tech Days
Waterloo, WI
www.wifarmtechnologydays.com/

AUG. 3 - 5

Farmfest
Redwood, MN
www.farmshows.com/ffst/index.po

AUG 31 - SEPT 2

Farm Progress
Decatur, IL
www.farmprogressshow.com/main.aspx

JULY 20 - 22

MI Ag Expo
Lansing, MI
www.agexpo.msu.edu/

AUG. 12 - 22

Iowa State Fair
Des Moines, IA
www.iowastatefair.com/

SEPT. 14 - 16

Husker Harvest Days
Grand Island, NE
www.huskerharvestdays.com/

JULY 22, 2010

Milan No-Till Day
Milan, TN
milan.tennessee.edu/MNTFD/

SEPT 14 - 16

Canada's Outdoor Farm
Show
Woodstock, ON
www.outdoorfarmshow.com/

SEPT. 21 - 23

Ohio Farm & Science Review
London, OH
fsr.osu.edu/

OCT 1 - 3

Ozark Fall Farmfest
Springfield, MO
[www.ozarkempirefair.com/
index.htm](http://www.ozarkempirefair.com/index.htm)

SEPT. 14 - 16

Big Iron Farm Show
West Fargo, ND
www.bigironfarmshow.com/

SEPT 28 - OCT 2

World Dairy Expo
Madison, WI
www.world-dairy-expo.com/
world-dairy-expo-home.cfm

OCT. 19 - 21

Sunbelt Ag Expo
Moultrie, GA
www.sunbeltexpo.com/

NOV. 10 - 13

Agri-Trade Expo Int'l Farm Eq.
Red Deer AB
www.agri-trade.com/

NOV. 17 - 18

Gateway Farm Show
Kearney, NE
www.gatewayfarmexpo.org/

NOV 30 - DEC 2

Greater Peoria Farm Show
Peoria, IL
[www.farmshowsusa.com/Mains/
PMain.htm](http://www.farmshowsusa.com/Mains/PMain.htm)

NOV 9 - 11

Wichita Farm & Ranch Show
Wichita, KS
www.tradexpos.com/wichita/

NOV 22 - 27

Canadian Western Agribition
Regina SK
www.agribition.com/

DEC. 7

Thumb Ag Day
Ursa, MI
www.msu.edu/

DEC 8 - 9

NE Power Farming Show
Lincoln, NE
www.nebraskapowershow.com/

DEC. 15 - 17

IN-IL Farm & Power Show
Indianapolis, IN
[www.agrinews-pubs.com/farm-show-
news/indiana-illinois-farm-and-out-
door-power-equipment/](http://www.agrinews-pubs.com/farm-show-news/indiana-illinois-farm-and-outdoor-power-equipment/)

Looking Ahead

Just recently we had our annual sales meeting, and the theme of the meeting was "A dedication to moving forward." What became increasing clear before we set this meeting theme, and then also at our meeting, was that our industry as a whole has been faced with a rather high demand to move forward. And so, our decision to set the theme was clearly appropriate. As an industry and as a company, we have come a long way in the past 50 plus years. We have seen a lot of changes in the type of feed fed to livestock, in medication for livestock, in handling methods, in transportation, in tracking, in production, and the list goes on and on.

In looking at what we have witnessed over the past year with livestock husbandry, we felt compelled as management to discuss within our own ranks what we are going to do to meet this ever-increasing demand for change. I think it's safe to say that our industry has really stepped up to the plate to ensure good practices all the way around. We have done well in ensuring good methods in housekeeping, in feeding, in medication, and in making sure that we provide according to our mandate, "Safe Food."

It is our hope that you have seen this in reading through this edition of *Sideroads*. We continue to look to you, our customers, for input not only here, but also when it comes

to producing equipment that will help you serve your customers better. As I stated in the Welcome Letter, it continues to be our desire to make sure that we do our part, not only for the environment, but also for the industry.

Currently we are undertaking some fairly serious production changes within the plant, and we are also continuing to look at better ways to produce our equipment more efficiently. At the same time, we are looking at ways to improve the product for our customers. Some of the things we continue to look to are performance, service and durability.

In an industry where this type of equipment sees many variables with respect to where and how it performs, we have to stay on top of change. In our case, change can come in many different forms. One of them has been speed of delivery. We dealt with this by introducing the High Output Units (HOAG). Another way we see change is in government regulations, both on highway and off. With respect to off highway changes, an issue we are looking at is clean-out of the trough and transition augers on all auger units. This is an area of increasing concern, especially with cross contamination issues in the realm of medicated feeds. However, ultimately our work in this and other areas is driven by one thing: our dedication to move forward. ■

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