

# SIDERoads

ENGINEERED TRANSPORTATION EFFICIENCY

WINTER 2010

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## Big Rig Transport

Creating family time, p. 4



Also in this issue:

**JBS United: balancing engineering and strength**

**M&T Trucking: growth through service and dependability**

**Grand Valley Fortifiers: adapting to change**

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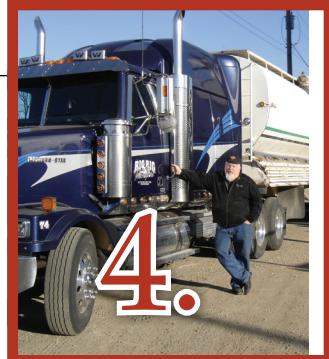
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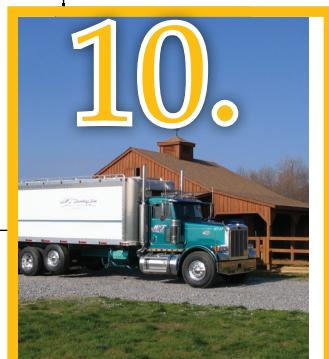
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# Welcome to *Sideroads* 2010!

Facing the throes of winter yet again, and with 2009 complete, we, along with the rest of the feed industry, find ourselves still in the middle of an uncertain and precarious economy. I believe there is an upside to the tough times, however!

Only by facing tough economic times do we usually look more closely at how we go about the business of conducting our business. I know we at Walinga are looking everywhere we can for a positive "bump" in business, to look through every issue or challenge that we face multiple times, and to look at ourselves under a strong microscope. Basically, we have to make sure that the decisions we make are the right ones more so than at any other time in our company history.

As I'm sure is the case for anyone reading this, there is little room for error in the decisions and judgments we are currently faced with from a business perspective.

As you read through this new issue of *SideRoads*, the team and I at Walinga hope that you will be able to draw some lessons and examples of how others are coping and also thriving in spite of the financial pressures that are faced. Almost everyone in the industry has challenges with their budgets, yet must figure out ways to continue to provide high level products and services to their customers who have come to expect no less.

As in previous issues, it is our goal with *SideRoads* to continue to provide you, the reader and fellow feed industry participant, with articles and information that tell how your peers faced - and overcame - many of the same obstacles you are facing in these challenging times. ■

**Terry Medemblik**, Sales & Marketing Manager  
Walinga, Inc.

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# Big Rig Transport

**A**s long as he can remember, Reg Tame has been fascinated by anything related to trucks. Even as a small child, he loved to play with toy trucks. It was no surprise, then, when his first job involved driving a truck. Tame's professional driving career began with a city delivery route and moved on from there until he finally struck out on his own.

Tame spent about 15 years as a long-haul truck driver with one truck. It was a good living and he had a great opportunity to travel all over Canada and the United States, hauling all sorts of cargo—including cars on a semi and an oil well pipe moved from Calgary to Houston. Tame enjoyed the road, the cargo, and the people, but as time went on, it got harder and harder to spend so much time away from home. Tame had a wife and a growing family. Eventually, the pair would have five children all together. As the family population began to boom, Tame wanted to spend more time with the kids and his wife.

Tame struggled with the work-life imbalance until a chance meeting gave him the opportunity to haul feed for

Cargill Animal Nutrition in Brandon, Manitoba. One day, Tame went to a coffee shop with a friend, and they ran into another big rig driver. When they asked the other driver what his plans for the day were, he said, "I'm going golfing."

The other two drivers were surprised by the response. Golf was a leisure most long-haul drivers only dream about. Tame joked that he'd like to find a job like that.

A few days later, he got his chance. The golfing driver from the coffee shop called him up to ask if he was serious about looking for a change. Cargill was looking for feed haulers. At the time, Tame had never hauled a load of feed in his life, but with a growing family, he liked the idea of being home every night and having most weekends off. He soon went in to meet with the Cargill plant manager, Bob Grove.

Grove worked with Tame and gave him a lot of valuable advice. He arranged for Tame to talk to a Walinga representative. That was back in 1996, and it was the beginning of a long and profitable cooperation between Walinga, Tame's Big Rig Trucking company, and Cargill.



## Using business to create family time

Fourteen years later, Tame now owns two long haul trucks, three semis, and a tandem feed truck. It's a total of six trucks and trailers, and all the trailers are Walingas. Tame said that ordinarily when you buy a new trailer, sometimes it takes a few months to work all the "bugs" out, but with a Walinga, the bugs come out on the first or second trip because the engineering team has designed it to be bug-free.

"It's a very dependable, very reliable trailer," Tame said. As other Walinga customers know, major repairs are rare, but whenever he has experienced problems, the Walinga customer service team "will bend over backwards to help get us back on the road."

"In my life, I have only ever bought one non-Walinga trailer, and it gave me nothing but grief," Tame said. He now understands that buying good equipment to start off with will lead to a lot fewer headaches down the road.

### DESIGN IMPROVEMENTS

Big Rig Trucking delivers pelleted feed for cattle, chicken and hogs directly to farms. In Manitoba, the roads are generally flat, but a large percentage of the delivery routes are gravel roads, and the weather can be treach-

erous in the winter and early spring. Even in these rugged conditions, Tame expects a 20-25 year lifespan out of his trailers. That length of life also provides him with a good resale value on his investment: he has sold a 10-year-old trailer for half of its original price. Imagine being able to do that with a car.

Over the past 14 years, Tame said he has seen the Walinga equipment get better all the time. Each of the new trailers he has bought has been better than the last because of a series of design improvements and innovations that resulted from Walinga engineers listening to the feedback and suggestions from their customers, and consistently using that feedback to improve the product. For example, when Tame first started hauling feed, he used a long-handled broom to clean out the beds after use. The task was tedious and time consuming, so he jury-rigged a blower system on the truck. A few years later, he noticed that Walinga had integrated a built-in blower as an option on the trailers.

Another upgrade Tame said is "well worth the money" is a hand-held remote that allows the driver to raise and lower the stinger and unload the feed from the trailer while standing

away from it. Tame said the remote is much easier to use than the traditional system.

Tame knows well that trucking is an extremely competitive business. If he lets a customer down, someone else will be there to pick them up. To keep customers happy, he needs every edge he can get. A durable, reliable fleet ensures he makes his deliveries on

**'Once you find a good driver, treat them how you'd like to be treated.'**

time. Added benefits like the stinger remote and the built-in-blower make deliveries easier and more efficient, and that means Big Rig Trucking can provide better service.

#### FAMILY BUSINESS

Although Big Rig Trucking has experienced great success and growth over the years, Tame has kept the company to a manageable size that he can easily keep his arms around. The

business grew enough to provide his family with a good living and a good education. Although he had to spend a lot of time on the road in the early years, the Cargill deliveries have given him time to watch the kids grow. The firm currently employs seven full-time workers, creating a family-like environment where Tame knows all his drivers and customers. One of the keys to his success, he said, is finding good drivers with a strong work ethic who understand agriculture. He likes to find people with a farm background.

"Once you find a good driver," he said, "treat them how you'd like to be treated." The same advice that has helped Tame keep hold of his best drivers has also helped him keep his best customers, and it is also the philosophy that has made his Walinga relationship a success for so long. "You treat people right and they'll stick around," Tame said.

All in all, it's been a good trip so far. "Cargill has always been really good to me," Tame said. "I feel really blessed to have the job I have and to have worked with the people I work with."

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# JBS United



Steve Schneider – Operations Manager, John B. Swisher – Founder and CEO, Steve Jones – Shop Manager, Walter Ney – Production and Delivery Manager.



*Striking a  
balance  
between  
engineering  
and strength*



Over the past half-century, JBS United has grown from a tiny shed in Sheridan, Indiana to an operation of considerable size. It now includes a 400-person employee-owned company with eight grain facilities, storage for more than 20 million bushels, and six feed mills supplying customers throughout the U.S. and Asia.

JBS United got its start in 1956 when John B. Swisher, armed with a degree in Animal Sciences from the University of Illinois, founded United Feeds with \$25,000 borrowed from family. He was 26. His only assets were a used two-ton Chevy truck with stake sides and an old eight-by-ten realtor's shack he bought for \$200, but his goal was to attract customers and help them grow and prosper.

When JBS United began as United Feeds, it was primarily a swine health nutrition company. In the mid-1960s, it introduced low-inclusion premix packages. Now the firm has grown to include a grain division, a swine production division, and a research group called Emerging Technologies. JBS United has a long history of pioneering research. It was one of the first U.S. nutrition compa-

nies to invest in its own proprietary research facilities, and the company is well-known for seeking out top researchers to fill out its staff of experts. The fields of expertise include nutrition, enzyme technologies, reproduction, microbiology and genetics.

With this depth of science, JBS United is able to bring top researchers and excellent advice to its customers, whether they are large-scale producers with their own team

**'The safety of employees becomes more important all the time.'**

of nutritionists or a small farm with a few hundred pigs and a tight budget. In order to keep their products and services affordable, JBS sells almost exclusively to producers and keeps its advertising budget low.

Swisher's original strategy of helping his customers grow and prosper has paid off abundantly over the years. Aside from its financial growth and success, the firm's

research farm has tested new feeds, genetics, equipment and management practices, all of which have added to the industry's body of agricultural knowledge. Swisher has received a variety of awards for his contributions to animal health and business, including an honorary PhD from Purdue University, 2004 Ernst & Young Entrepreneur of the year, induction into the Indiana Business Hall of Fame, and the 2009 Business Leader of the Year Award from the Indiana Chamber of Commerce.

### MAXIMIZING ASSETS

For more than a decade, Walinga has been a part of JBS United's growth and success. The company bought their first Walinga feed bed in 1997, and a second just a year later. Now, the JBS fleet contains 90 percent Walinga equipment.

"The nice thing about a Walinga," said Walter Ney, production and transportation manager with JBS United, "is if you have a driver that takes care of the truck it looks like it's brand new" even after ten years. The second 1998 feed bed is now 11 years old, with about 800,000 miles behind it. Ney said they still feel they have "another half-life" to go on the bed.

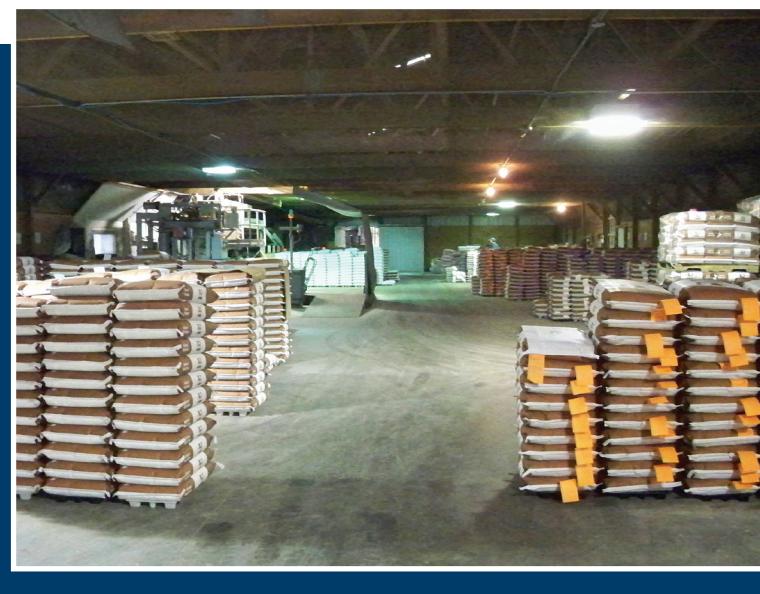
According to Ney, the goal is to run the Walinga feed beds for 20 years. He believes these beds have the right combination of engineering and strength to reach that goal. The strength comes from extruded aluminum and better engineering than competing brands. That stronger metal makes it possible for the trucks to survive on the bumpy, twisting and uneven farm lanes that JBS United's trucks travel daily. When the trailer twists and bends on these farms, the metal bed has to bend with it. The more durable the metal, the better it can withstand the strain. But the stronger metal comes with a price: a heavier truck.

The heavier the truck, the less feed you can carry. Depending on weight limits, this could mean about 500 to 800 pounds less feed, and that cost is a serious consideration. But over time, a lighter bed made of thinner metal requires more welding and repair and will need to be replaced sooner. Here, in the balance between weight and durability, is

where Walinga's engineering expertise comes into play.

"We can go out and buy a different bed with less weight," Ney said, "but Walinga helps us maximize gross vehicle weight for the region we operate in." In other words, the same truck can be customized to meet the weight limits in different states. "We can maximize our feed delivery based on bridge laws. It's a good fit," Ney said.

Bed durability is critical to JBS because of who their customers are. "We don't back up to a



warehouse dock," Ney said. "We deliver directly to the farm, right to the producer who is growing the animal...If you have 500 pigs, we'll deliver to you. If you have 5,000 pigs, we'll deliver to you. Even if you have a million pigs, if we can get your business, we will deliver to you."

### SAFETY AND ECONOMY BY DESIGN

Walinga has been able to help JBS United with driver safety. "The safety of employees becomes more important all the time," Ney said. Safety improvements the Walinga-JBS team has put in place include a rising safety rail that gives the driver an extra line of protection when walking down the truck catwalk to unload the feed.

With each new truck purchase, the Walinga-JBS team makes design modifications to produce the best possible vehicle. JBS usually does not deliver to dealerships with loading docks in place, so their drivers use



to unload bags with ramps, which became treacherous in the wet or icy weather. To address the issue, Walinga added in a tailgate that allowed drivers to move the product to the ground safely. "The tailgates have greatly reduced our work-related back and shoulder injuries," Ney said.

The safety factor is a part of the truck-design decision, and every year, JBS United—just like most companies in the business—sets aside money for safety improvements. Not only do ethical companies want safe drivers and workers, but there are also increasing federal regulations. OSHA standards for safety get stricter all the time, as do FDA regulations for feed and EPA

regulations for emissions. As the rules tighten up, companies everywhere feel the pinch.

For example, Ney estimated that in order to meet new EPA emissions regulations, the cost of a typical total-package feed delivery truck will rise about \$8,000 to \$9,000. Add inflation into that number, and the price tag climbs higher. With less and less room to wiggle, managing costs effectively and squeezing life out of assets becomes vital to success.

"When it costs about \$220,000 to put a brand new truck and trailer on the road," Ney said, "We have to get more life out of that truck." JBS United wants 20 years. "Right now, it looks like we'll make it," Ney said. ■

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A close-up photograph of a white and black Walinga Sideroads trailer. The trailer has a black mudflap with the word "WALINGA.COM" printed on it. The background shows a grassy field and some trees.

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# M&T Trucking

*Growing through service  
and dependability*

In 1986, Mark and Tracie Cole established M&T Trucking, Inc. as a single owner-operator company in upstate New York. Mark Cole left what he described as a good job on the family farm because he wanted to do something on his own. "I was always intrigued by trucks when I was young," he said. So, together with his wife (Mark and Tracie are the M and the T in M&T), Cole started off with one truck and one trailer.

The next 24 years brought them tremendous growth and success together with a lot of stress and a 24-hour, seven-day-a-week time commitment. It hasn't all been easy. "As in the start of all businesses, there are times when you sweat and you wonder if you're going to make it," Cole said. "There are the hours when you wish you'd kept that low-stress job you used to have, especially when you have to give up family time to keep the business going."

All the stress and sacrifice has paid off for M&T. Their fleet has expanded to 75 tractors and 130 trailers. They have blower trailers, commodity trailers, refrigerated trailers, dump trailers, tank trailers, lowboys and walking floor trailers. They have 35-40 feed trucks, most of which are Walingas. M&T now employs 102 workers. The business has grown from mainly agricultural transport to include municipal solid waste, construction, demolition, sludge, liquid and dry fertilizer, freight

and produce trucking. The company operates in 38 states and Canada. "Diversification is what made us what we are today," Cole said.

About six years ago, Cole had the opportunity to diversify into the feed-hauling business. A large feed company in upstate New York needed a hauling network to move the feed to distributors and to customers on the farm. Cole saw the opportunity, and he

*'As in the start of all businesses, there are times when you sweat and you wonder if you're going to make it.'*

started investigating how to expand into the feed market. His contacts advised him to look into Walinga equipment.

"I had always heard a lot about Walinga," Cole said. Walinga's unloading times looked impressive; speeding up the delivery process reduces costs and keeps customers happy. Those fast unloading times have lasted, too. His 1993 trailer still unloads just as fast as the new ones. Cole was also impressed with the level of service and adaptability he received from the



local dealer, EMM Equipment.

M&T Trucking started off their Walinga fleet with a trailer and a tri-axle feed truck. Over time, they acquired other companies that brought in more Walingas, including a '94 trailer that still runs as good as new, Cole said.

Cole said finished feed now makes up a "good portion" of M&T's business. A majority of the feed (75 percent) goes straight to farms in New York state and Pennsylvania. Cole said that most of their delivery routes are fairly accessible, but the trucks and drivers do have to battle the snowy Rochester-area winters.

#### CUSTOM SERVICE

The longer Cole dealt with both EMM Equipment and Walinga, the more he appreciated the can-do attitude and high level of customer support. "I've had some custom work done on my equipment," Cole said. "Walinga will build anything I ask them to, as long as it works within their specs." For example, M&T worked with Walinga engineers to get flat doors on the bottoms of the trucks. They also put in different air valve systems, tweaked tank configurations and designed a longer-than-average trailer. He also asked about installing bigger lids. While none of these requests seem outrageous, Cole said that other manufacturers balked at the alterations while Walinga simply said, "We can build that."

#### DURABILITY

Cole said M&T Trucking retained customers over the years because of service and dependability. In an age where "people will sell you out for a nickel," Cole said that providing excellent service becomes even more valu-

able. In order to maintain that reliability in the feed business, they had to keep a fleet of reliable trucks so that none of their customers would be left waiting for delivery.

"We're not down that often," Cole said, "and if we're down in the afternoon, we're up again in the morning." In addition to the durable build of the trucks, Cole said the wide availability of Walinga parts helps get the trucks moving again when they do have problems.

"Service, quality and dependability are a huge part of what we do, and that's why I keep buying Walinga," Cole said.

#### SECRETS TO SUCCESS

Although it's been a stressful road, no one can argue the success of M&T Trucking. The company was recognized in the Rochester Democrat & Chronicle as one of Rochester's Top 100 Companies each year from 2001 through 2007. In 2005, they were recognized by the Wyoming County Chamber of Commerce as the Outstanding Retail/Service Business of the year. Congressman Tom Reynolds presented an award to M&T Trucking for small business job creation in 2006.

Cole said the key to the success of M&T Trucking has been their willingness to "do the thing no one else will do." For Cole, that may mean taking a last-minute call a few minutes before closing that changes the whole delivery schedule for the next day. Those last-minute changes can wreak havoc on planning, but they make the customers happy. "If you provide good service," Cole said, "people will stick with you."

When asked if he had any advice to give others just starting out in the trucking business, Cole joked, "I would not advise anyone

to get into the trucking business because of the way the economy is right now." Cole said the industry is very competitive at the moment. As profit margins shrink, the emphasis comes down to managing costs and being the guy your customers just can't do without.

For example, several other feed truck manufacturers have approached Cole about their brands. The opportunity exists to go elsewhere and possibly save a few dollars in the short-term. However, Cole isn't looking. "I have no interest at all to go to anyone else," Cole said.

The support, durability, adaptability and longevity of a Walinga makes it indispensable to Cole, and the indispensable product or service is the one that customers keep even when they are cutting back everywhere else.

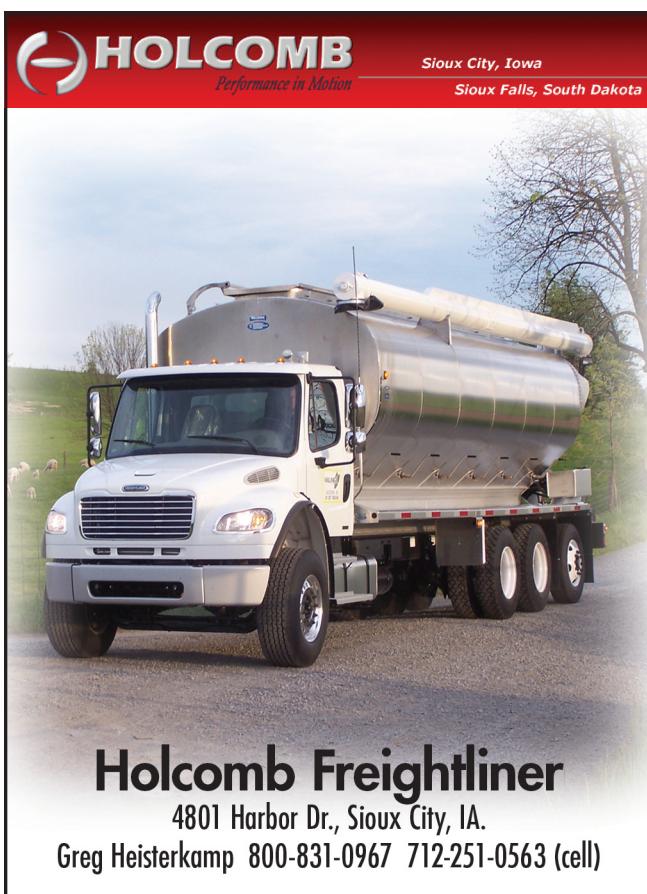
As a service provider, Cole understands that getting too big can be a handicap. "Stay somewhat small, something you can keep your arms around," Cole said. "Uncontrolled growth can cause you to lose track of your business and lose touch with your customers."

Smaller size also helps avoid staffing problems. Finding and retaining employees who share the same core values of dependability, reliability and service isn't easy. As all modern managers know, turnover rates are higher than they used to be. Cole said, "We do appreciate the good people we have. We

**'Uncontrolled growth can cause you to lose track of your business and lose touch with your customers.'**

would not be where we are today without our employees."

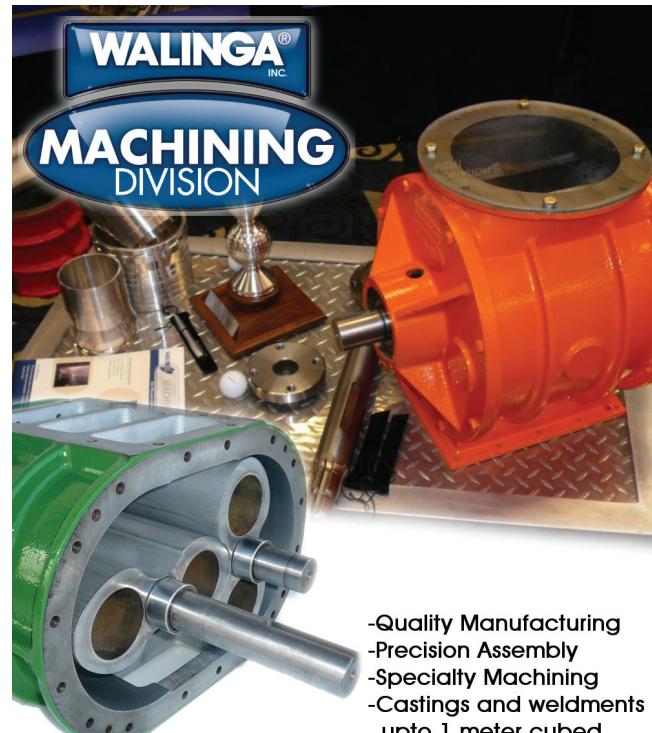
What is the recipe for success? "Find a few very good customers and service them to the fullest," Cole said. That customer focus has built M&T Trucking, and it is a common ideal that makes his partnership with Walinga and EMM Equipment work so well. ■



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# Grand Valley Fortifiers

*Adapting to change maintains consumer confidence*

**I**t was 1993, and after more than three decades in the feed and premix business, Grand Valley Fortifiers in Ontario was seeing some major changes in their market. Ian Ross, now President and CEO, said that in those years, farms were getting larger and looking to cut labor costs by finding more efficient ways of doing business. Farm managers began to wonder if they couldn't find some way to streamline the process of having workers open up and pour out hundreds of bags of premix.

This was a big opportunity for the premix company that could work with the larger farmers to provide bulk, not bagged, premix. But at that time in Ontario, the most common way of delivering bulk feed was to blow it, which posed a few problems.

"There was a concern about pneumatically blowing premixes," Ross said. Competitors and customers contended that blowing premix could decrease its quality. With any kind of feed, quality control is critical, but the impact of premix has a long reach: 25,000 tons of product will impact approximately 650,000 tons of feed.

Grand Valley Fortifiers (GVF) saw an opportunity: Farms needed bulk premix to be delivered in a way that ensured the highest possible quality of product and the least risk of cross-contamination. So Ross and a few of his GVF teammates worked with Mark Williams, Walinga sales rep for the area, to design an innovative bulk auger premix truck, allowing

GVF to deliver bulk premix without blowing. It was the first truck of its type in the area. As a result, the company gained a strong foothold in the larger-farm market.

The new truck design is just one example of a successful Walinga-GVF partnership that started in the mid-1970s. The relationship began due to the companies close proximity: Walinga is about a 45-minute drive from Grand Valley Fortifiers in Cambridge. Back in the 1970s, there were several other feed body manufacturers in the local area and originally, GVF had a mix of

different feed delivery trucks. In the mid 1980s, the company decided to buy Walinga units exclusively. Now, GVF has 10 Walinga straight trucks. Of those, four are bulk auger trucks with a lift axle that allows for added capacity, and



six are bag/bulk trucks, three of which have a lift axle. These trucks travel everything from six-lane highways to gravel farm roads, and every year they survive the punishing Canadian winter.

Grand Valley Fortifiers' Dispatch Manager, Ken Bax credits Walinga's attention to detail and the quality of product for the relationship that has lasted 40 years. Bax and Ross said the

vitamin and mineral premixes for animals, so using the space to advertise their own product would be less effective.

But almost all of the people on the roads are end consumers of meat, milk, and eggs. Grand Valley Fortifiers designed their murals to promote the industries they support, not just their own product.

Ross said their strategy is intended to increase



Ian Ross and Ken Bax of Grand Valley Fortifiers

Walinga brand has a commitment to satisfying each of its customer's needs. "It's a quality product that's second to none for safety and engineering," Ross said.

#### A MOVING MESSAGE

Premix is a heavy load to carry, and it is dense and abrasive. "When we put our product on the trucks," Bax said, "we run out of weight capacity before we run out of volume."

To help the trucks stand up to the rigors of premix delivery with minimal maintenance, Walinga engineers reinforced the design. Bax said Walinga has done weight distribution studies that help GVF workers load the trucks in the most effective manner.

Within the last 4-5 years, Walinga experienced a marketing revelation: they began designing the feed boxes with smooth sides. This allowed companies like GVF to use the trucks as moving marketing material—four-color murals could adorn these trucks that travel vast distances every day. GVF saw a great opportunity in the truck murals. The marketing gurus realized that only a small number of people seeing the trucks would be in the market for

consumer confidence. GVF's tagline, "Advanced animal nutrition for improved human health," is also intended to help the consumer make the connection between a quality animal feed supply and a quality meal on the table. As Ross said, there is no way to change the attributes of the meat after the animal has gone to slaughter, or to improve the health benefits of milk after it has left the cow.

The truck murals are an outward sign of the importance of quality feed, but that commitment goes far beneath the surface and pervades every aspect of life at GVF, particularly as the market for value-added foods continues to increase. The requirements for "raised without" foods adds another layer of complexity to avoiding cross-contamination and to making sure label claims are consistently met. In addition, the trend toward larger farms has given rise to new diseases and increased the importance of biosecurity measures, especially when one delivery truck is moving between different farms with potential exposure to various pathogenic bacteria.

Over the years, GVF has continuously refined its protocols and equipment to reduce the risk

of cross-contamination. Walinga has helped GVF design its trucks to meet these needs. The two companies teamed up to incorporate a different style of gate on the truck for better control and to reduce the possibility of cross-contamination.

#### GRAND VALLEY FORTIFIERS' BACKGROUND

Grand Valley Fortifiers was founded in Cambridge, Ontario as Grand Valley Feed and Farm Supplies in 1960. After 10 years, the business changed locations, moving about a mile from their first home, and changed the name to Grand Valley Fortifiers (GVF) to reflect the shift from the complete-feed business into the vitamin and mineral premix market for swine, dairy and poultry.

As time went on, the business continually upgraded its mixing plant to meet its changing market and incorporate newer technology and best practices. The volume and reach of the business has changed over the past 50 years. From its very local beginnings, GVF now serves the populated part of the province—a vast geographical area about 800 km from one end to the other north-south and about

700 km east-west. GVF doesn't just serve the local market, they are international—and that doesn't simply mean shipping product to the U.S.; they also ship product to Russia.

There are about 100 full-time employees across all GVF's divisions including sales, nutrition, marketing, the internet-based Farmer's Farmacy and Progressive Recycling, a food waste processing facility.

Ross describes GVF as having a large market share and a small infrastructure. The small infrastructure allows this global company to keep its family feel. The President and CEO is the son of the founder. Staff turnover tends to be low. Salespeople have the opportunity to work closely with the farmers to understand the different management styles, genetics, and challenges going on at each location and work to serve that customer best. The values Grand Valley Fortifiers holds highest in dealing with their customers are the same reasons for their continued success with Walinga.

"The whole organization is customer-service oriented," Ross said of Walinga. "We know they have our best interests at heart." ■



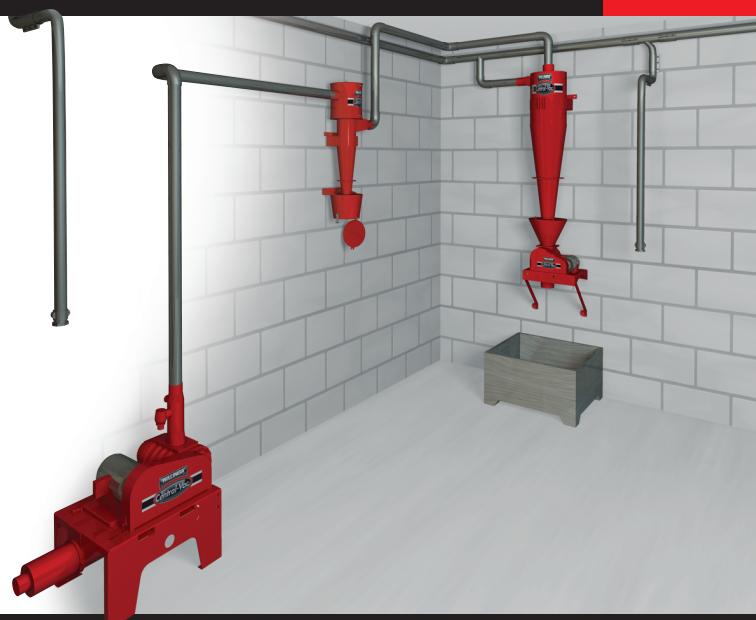
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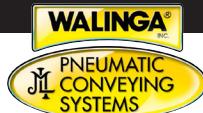
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# AFIA Stands Ready, Willing to Advocate Total Feed Industry in 2010

**S**ince this issue of *Sideroads* is scheduled for publication shortly before the January 2010 Expo, you are invited to visit AFIA's booth (801 in Hall A) in the Georgia World Congress Center, Jan. 27-29, to learn more about the association's member-driven activities, which include legislative and regulatory matters that pertain to transportation.

## DEBATE ON FEDERAL HIGHWAY BILL

Congress this past fall approved a short-term extension of federal highway and commuter programs despite stiff GOP opposition largely centered on funding.

The overall federal authority recently expired, and, as of this writing in November 2009, Congress must pursue compromise legislation to overhaul and enact a new federal highway bill. The new legislation is expected to cost around \$600 billion. Like the Farm Bill and a handful of other pieces of legislation, Congress considers federal highway legislation only about once every five years. Given the longer period of time needed to launch and complete many transportation projects, it is impractical for Congress to consider reauthorization of the highway bill on an annual basis.

The key issue is how to pay for the reauthorization. This is never a simple matter, and it is even more difficult this time around given the pressing funding needs of the war

in Afghanistan and issues related to health-care reform and the overall budget outlook.

In addition to funding, there are dozens of issues that must be resolved by members of the House and Senate before a final vote to permit reauthorization of the federal highway bill.

One such issue concerns the exemption from hours-of-service regulations for transporters of agricultural goods during certain times of the year. AFIA has consistently supported maintaining the HOS exemption for agriculture. The HOS exemption applies to agricultural carriers if they operate only within a 100-mile radius of their central base of operations. The need for the exemption tends to be most clear during planting and harvesting seasons, when weather and the nature of the work do not necessarily comply with normal work schedules.

Last May, AFIA joined 50 agricultural organizations in sending a letter to key Democratic and Republican lawmakers in support of continuing the exemption, and you can be assured AFIA will continue to work with other groups on this issue.

These issues and more are among the matters the AFIA team addresses on behalf of members. As members of Congress, federal and state regulators and others turn their attention to issues that affect AFIA members, be assured that AFIA stands ready to be the advocate of the total feed industry in 2010 and beyond. ■

## WALINGA DELIVERIES



**WHO:** Simon Trucking

**WHEN:** October 2009

**WHAT:** 40 ft "Xtra-Lite Auger Discharge Trailer, 40 cubic feet/ft capacity, 9/12/9 discharge system

**WHERE:** Comfrey, MN.

**WHO:** Nutreco, Scott MacKinnon

**WHAT:** Ultra Lite Hopper Semi Trailer, Blower discharge, 45ft, 50 cubic ft/ft. ½ moon paddle trough conveyor.



**WHERE:** St Mary's Ontario, Canada.

# News in the Industry

## **World grain supplies increase**

International Grains Council (IGC) noted at its latest meeting that world grain stocks were expected to increase further at the end of 2009/10, to 373 million metric tons, mainly resulting from more ample wheat supplies.

The outcome of the global maize harvest would depend on southern hemisphere crops early in 2010, plantings of which had been reduced, but this year's big rise in U.S. output was offset by marked falls in China and the EU. For 2010/11, a slight reduction in the total wheat area was forecast. With an assumed return to average yields following the highs seen in 2008 and 2009, this was expected to result in a crop of 645 metric tons, 3.5% lower than the past year's, likely leading to a minor decline in world stocks. World trade in wheat in 2010/11 was forecast to be only slightly smaller than the estimate for the current year.

The Council also examined the factors likely to affect supply and demand in the next five years. It noted that grain availabilities were currently more ample than forecast a year ago, with the secretariat assuming that output would rise by 1.5% annually to 2014/15. Improved economic activity should boost grain demand but a slowdown in the expansion of the ethanol

sector may contain growth.

Feed demand was expected to increase, although this would be affected by the increased use of industrial co-products such as distillers dried grains, as well as oilseed meals. Global stocks were projected to recede, mainly because of tightening maize inventories. World trade in grains was expected to rise by 2% annually.

Members of the Council also reviewed the global oilseeds situation, with another year of very big purchases by China helping to lift world trade in soya-beans in 2009/10 to a record 78 million tons from 76.8 million tons in 2008/09.

## **Crop producers see bright future for their businesses**

Agribusiness leaders are looking on the bright side of the recession. While little more than a third think the U.S. economy will rebound in 2010, a majority are optimistic or very optimistic about their own businesses. Only 9% had a pessimistic or very pessimistic outlook, according to a story from the San Angelo Standard-Times.

Crop producers had a more positive outlook for their companies than did livestock executives, with the sectors' share of optimists at 65% and 40%, respectively. A majority of respondents predicted a drop in swine production.

The average 2010 corn price predicted by respondents was \$3.30 a bushel, but a significant share—almost a quarter—thought prices would hit more than \$4 a bushel.

## **Auctioneer says market for cropland improving**

Prices for high-quality farmland are rebounding, according to Rex Schrader, president of Schrader Real Estate and Auction Company in Columbia City, Ind., one of the largest auctioneers of agricultural land in the United States.

"The optimism is back in the market, especially for higher quality land. ... Land in the top one-third in terms of quality is up a good 10% during this quarter, and we are seeing new records for land prices in many counties," he said. "The evidence of the uptrend in the market for good cropland today is very clear."



## **KEEP UP!**

Don't forget to keep track of new products and industry trends on [Walinga.com](http://Walinga.com).

# Visit Walinga at these 2010 industry events

## **January 12-14**

Fort Wayne Farm Show  
Fort Wayne, IN  
[www.tradexpos.com/ftwayne](http://www.tradexpos.com/ftwayne)

## **January 19-21**

Manitoba Ag Days  
Brandon MB  
[www.agdays.com](http://www.agdays.com)

## **January 27-29**

Sioux Empire Farm Show  
Sioux Falls, SD  
[www.siouxempirefarmshow.org](http://www.siouxempirefarmshow.org)

## **January 27-29**

International Poultry Expo  
Atlanta, GA  
[www.ipe10.org](http://www.ipe10.org)

## **Feb. 2-4**

Iowa Power Farming Show  
Des Moines, IA  
[www.iowapowershow.com](http://www.iowapowershow.com)

## **Feb. 3-5**

Southern Farm Show  
Raleigh, NC  
[www.http://www.southernshows.com/sfs](http://www.southernshows.com/sfs)

## **Feb. 19-21**

Western Farm Show  
Kansas City, MO  
[www.westernfarmshow.com](http://www.westernfarmshow.com)

## **Feb. 17-19**

Canadian Int'l Farm Show  
Toronto, ON  
[www.farmshow.com/Farmwww/canshows.asp](http://www.farmshow.com/Farmwww/canshows.asp)

## **Feb. 9-11**

World Ag Expo  
Tulare, CA  
[www.worldagexpo.com](http://www.worldagexpo.com)

## **Feb. 25-27**

New York Farm Show  
Syracuse, NY  
[www.newyorkfarmshow.com/ME2/Audiences/Default.asp?AudID=861CF848A6A8440BAF99027E7FBFAC02](http://www.newyorkfarmshow.com/ME2/Audiences/Default.asp?AudID=861CF848A6A8440BAF99027E7FBFAC02)

## **Feb. 2-3**

Illinois Pork Expo  
Peoria, IL  
[www.ilpork.com](http://www.ilpork.com)

## **Feb. 10-13**

National Farm Machinery Show  
Louisville, KY  
[www.farmmachineryshow.org](http://www.farmmachineryshow.org)

## **Feb. 26-27**

Mid-South Farm & Gin Supply  
Memphis, TN  
[southerncottonginners.org/content/view/15/9](http://southerncottonginners.org/content/view/15/9)

## **Mar. 2 - 4**

Hawkeye Farm Show  
Cedar Falls, IA  
[www.farmshowsusa.com/Mains/HMain.htm](http://www.farmshowsusa.com/Mains/HMain.htm)

## **March 3 - 4**

Triumph of Ag Expo  
Omaha, NE  
[www.bevents.com/event/249687-triumph-of-agriculture-expo-2010](http://www.bevents.com/event/249687-triumph-of-agriculture-expo-2010)

## **Mar. 18 - 20**

N. American Farm & Power Show  
Owatonna, MN  
[www.tradexpos.com/farmpowr](http://www.tradexpos.com/farmpowr)

## **Mar. 3 - 5**

Ag Expo  
Lethbridge AB  
[www.exhibitionpark.ca/ag\\_expo.htm](http://www.exhibitionpark.ca/ag_expo.htm)

## **Mar. 17 - 18**

Midwest Poultry Fed Convention  
St. Paul MN  
[www.midwestpoultry.com](http://www.midwestpoultry.com)

## **Mar. 23 - 25**

Mid-America Farm Expo  
Salina, KS  
[www.salinakansas.org/chamber/Events/Farmshow.asp](http://www.salinakansas.org/chamber/Events/Farmshow.asp)

## **Mar. 10 - 12**

Western Fair Farm Show  
London, ON  
[www.westernfair.com/shows/farm.htm](http://www.westernfair.com/shows/farm.htm)

# Looking Ahead...

Well, there you have it, our third issue of *Sideroads!* Doing something different like this evokes a certain level of trepidation; you're never too sure about what you are doing, or at what point you might have stepped outside the box, or if it's the right thing, or if your audience is going to get anything worthwhile out of it. So far, I think we are presenting a fairly good cross section of what lives out there in the industry. It is our continued intent to provide our readers with an open forum that deals primarily with the transportation side of the industry.

In this issue you have read articles that covered issues such as what the future looks like, what customer care or customer service means, and the importance of a durable product. All of these issues are things we as supplier want to ensure our customers get from us as well. We realize that these are important issues in your day-to-day business, and we want to make certain that our customers know that Walinga is concerned about the same things. We also realize that we continue to live and work in a time when there is a fairly high level of uncertainty. As a result, we look at every issue in great detail. We debate issues, determine which ones are an absolute necessity, be it a financial issue or a need issue, and then we determine how closely it needs to be scrutinized.

As a manufacturer who historically has been on the "high end" cost wise (and we feel for good reason), we have felt this issue fairly strongly over the past year. We realize that there are other manufacturers out there who produce less expensive units than what Walinga produces. We also realize that when finances are tight, the over the road equipment tends to get the short end of the financial stick. To top it off, the one selling the more expensive unit is usually the one on the end of that stick. At the risk of sounding pompous, and this is definitely not how we want to come across, we have grown to accept this challenge, and to

accept it in a positive manner. We see this as an opportunity to help our customers also realize what their objectives are. Someone once said: build it well, back it up with good service, sell it at a fair price and they will keep coming back. These are words we try our utmost to stand by.

In a day and age when there are so many issues and uncertainties facing us, such as global climate change, disease pandemics, stricter occupational rulings and so on, we realize that we also need to play an active role in these issues and continue to look forward to how we can meet these objectives. At Walinga we have a full staff of engineers who, with others in our organization, are involved in many different associa-

## Walinga, Inc is a proud member of:

- AFIA
- National Renderers Association
- Equipment Manufacturers Council
- Animal Nutrition Association of Canada

tions so that we can be as proactive as we possibly can. One of these associations that we are a part of is the Equipment Manufacturers Committee (EMC), which is an arm of the American Feed Industry Association. As an active member, we feel we can contribute to the various issues that get discussed in order to make our industry better, safer and more efficient. Another area we are active in is the Canadian Transportation Equipment Association (CTEA). Here we are not only members but active on the board. Being active we have the opportunity to be directly involved in the issues at hand. Being active members in the associations pertinent to our industries also helps us provide our customers with the most up to date equipment we can possibly provide. Hopefully, this in turn allows our customers to be more productive on their side. ■

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