

SIDEROADS



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WINTER 2011

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Hamilton Farm Bureau

Guaranteeing quality through Safe Feed/Safe Food certification

Also in this issue:

Gold-Eagle Cooperative:
Focusing on safer deliveries

Cardigan Feed Services:
Adapting and thriving in tough times

Premier Co-Op:
Delivering precision and efficiency



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Welcome to *SideRoads* Winter 2011

Welcome back to the fifth issue of *Sideroads*! Some of you may know that we are members of the Equipment Manufacturers Committee (EMC), a committee under AFIA. We have only been members for a few years, and when I went to my first meeting I really wasn't sold on attending. I'll be honest – I've never been a real fan of committees. However, this is different. This committee has real purpose. And while it may seem to be taking time to get some things off the ground, as it continues to grow it also continues to realize the relevance it plays in the lives of the equipment manufacturing sector.

As an active member of this committee, I've seen a real need to participate and help it grow so that we can tackle the issues we all face. There's an old proverb, "in the presence of many, there is strength." One of the things we continue to tackle, and struggle with, is safety. Safety is important to all of us; however, as manufacturers we also need to

make certain that the equipment we manufacture is not just "adequate" but exceeds expectations.

I also think it's important to realize that we don't stand alone, that we all seek a common goal, and this is our objective as a company and my objective as a committee member. As a part of this, we see the continued need to show that we play an active role in this industry. This role is not just to sell a piece of equipment and then move on; it is to continually provide a service to our customers. It is our task to find out from our customers what it is they need to help them move forward. This is the message we hope you will get from this issue. Elsewhere in this issue you will also find information on AFIA as well as IFEEDER. I hope you will find this material to be both useful and informative.

Terry Medemblik, Sales & Marketing Manager,
Walinga Inc.



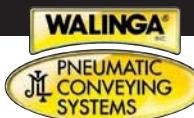
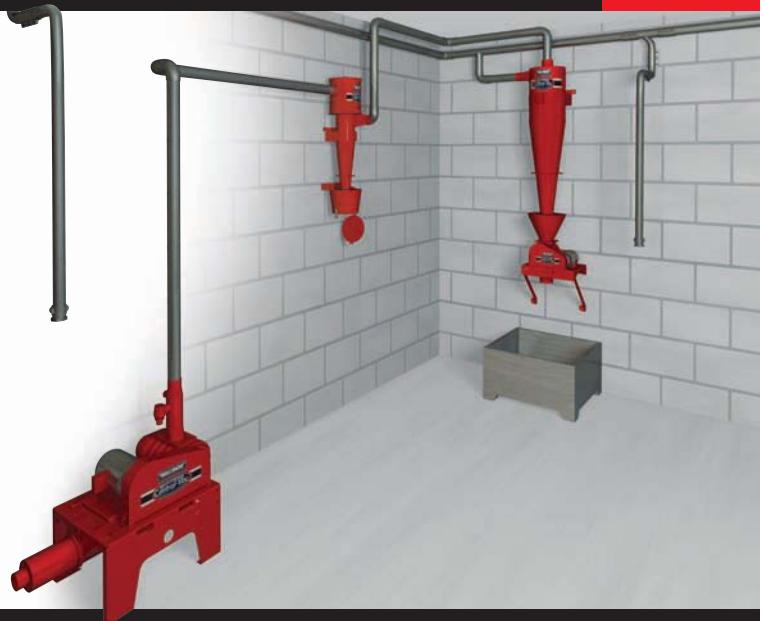
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News in the Industry

Spotlight on: IFEEDER

Non-profit organization focuses on feeding the world in the years ahead

IFEEDER, is a non-profit 501(c)(3) charitable organization dedicated to sustaining the future of food and feed production through education and research. It was created to address the critical need for leadership and funding in meeting the challenges and opportunities we face as the world's population continues to grow and resources become scarcer.

"You talk about carbon footprint, sustainability, the role of animal agriculture, food supply, and the safety of the food supply – this is the focus area of IFEEDER," said Alan Gunderson, vice president of Vita Plus Corporation.



Each day consumers are bombarded with messages that cast doubt on the safety, viability and sustainability of the food products they need. IFEEDER funds the education and research needed to find the answer to the critical question of how to feed an additional 2 billion people by the year 2050. It also works to educate the agricultural industry and the consumers it serves every day.

Established by the American Feed Industry Association in 2009, IFEEDER was formed to support the future of the feed industry as it is challenged to sustain the escalating world population. Through focused research and educational programs, IFEEDER is paving the way for future generations to meet these enormous challenges.

Dean Warras, president of Prince Agri Products, Inc. said "Our industry is changing. I think about the problem of going from 6.7 billion people in the world today to 9.1 billion by 2050. We've got to double our food production."

Current projects authorized by the IFEEDER Board of Trustees include:

- A two-year, \$75,000 grant to the National Research Council, which has authorized a new Swine Nutrition Committee, charged with updating the 1998 Nutrient Requirements of Swine. Updating this work is essential to moving toward a more efficient swine industry. In addition, this grant to NRC helped leverage an addition \$225,000 in grants from other organizations. This will be paid out over a two-year period.
- A \$3,000 grant to the American Feed Industry Association that funded travel and registration for two animal science students to attend AFIA's acclaimed Feed Industry Institute in St. Louis, MO. In addition, the students gave a seminar to their fellow students about their trip.
- A \$1,000 grant provided to AFIA's 39th Liquid Feed Symposium funded a speaker regarding sustainable, intelligent uses of natural resources.

The IFEEDER Board encourages companies and individuals to make five-year pledges so that the organization forms the base it needs to be sustainable.

"I believe in IFEEDER. Collectively as an industry, we can raise the money to support the projects that need to be done for the industry," said Richard Sellers, vice president of Food Regulation & Nutrition, AFIA.

Some companies that have made recent donations include: All-Tech, Inc, AFIA, Vita-Plus, Tennessee Farmers Co-Op, Mosaic, BFI Innovations, PerforMix Nutrition, and Milk Specialties Global.

To pledge or learn more about IFEEDER, visit www.IFEEDER.org or contact IFEEDER Corporate Secretary Richard Sellers at (703) 650-0142.

US Grains Council responds to China's US DDGS imports anti-dumping case

The US Grains Council has released a statement in response to China's anti-dumping case against US DDGS imports, calling the investigation "surprising" and one that "could be disruptive to trade."

"China's unusual market and supply volatility over the last two years has resulted in new global trade flows," said Grains Council President and CEO Thomas C. Dorr. "As trade flows change, it should perhaps not be surprising there would be an adjustment period in response to unprecedented demand. The United States takes pride in being a reliable supplier of high-quality feed and food grains and its ability to rapidly respond to global market demands." Dorr said the Council looks forward to maintaining its good relationship with China and hopes for a positive resolution to the investigation.

China sells 23.7 million tons of state reserve corn in 2010

China sold 23.7 million metric tons of state reserve corn out of a total of 47.5 million metric tons offered in auctions in 2010, according to data released by the China National Grain & Oils Information Center.

From Jan. 5 to Dec. 28, state reserves sold 7.7 million metric tons of corn out of 20.2 million metric tons under the inter-province stock transfer program. Another 16 million metric tons out of 27.3 million metric tons in the northeast regions were sold from April 13 to Dec. 28.

Reserves were sold for an average of 1,882 yuan per ton (through the inter-province stock transfer program) and 1,662 yuan per ton (in the northeast regions).



WALINGA DELIVERIES



WHO: Wise & Wise Farms
WHEN: Delivered November 2010
WHAT: 38ft Hopper Auger Unit.,
12/15/12 High Output Auger System,
44 cube, 102" wide tank
WHERE: Delphi, Indiana

WHO: Molesworth Farm Supply

WHEN: November 2010

WHERE: Listowel, Ontario





Hamilton Farm Bureau

Guaranteeing quality through Safe Feed/Safe Food certification

At a time when the livestock feed industry is facing increasing scrutiny from grocery consumers and livestock producers, Hamilton Farm Bureau in West Michigan is meeting the challenge. In July, Hamilton Farm Bureau's two feed mills were certified as Safe Feed/Safe Food facilities by the American Feed Industry Association (AFIA).

"Food safety is a huge issue," said Wade Blowers, Chief Operating Officer for the cooperative in West Michigan. "Consumers want to know that what they buy at the grocery store is pure, wholesome, and that starts with the livestock feed. The feed can't have any contaminants in it that could be transferred to an animal."

The voluntary AFIA certification process exceeds



Top photo, from left: Carl Kooiker, Wade Blowers, Bob Nienhuis, Virgil Rus

the standards of the Food and Drug Administration for livestock feeds, requiring higher traceability standards. The two Hamilton Farm Bureau feed mills will be audited each year to prove that their



processes match their documentation. To continually meet the AFIA certification standards, the cooperative will continue to upgrade its technology and computer equipment at the mills as well.

"We'd been doing all the right things," Blowers said. "But we hadn't documented it well enough in the past. Now we are."

Blowers said the cooperative's management decided to pursue the added certification to show its customers it was serious about feed quality. The employees of the independent cooperative with 2,000 member-owners worked hard for months to install and learn the new documentation processes and computer programs for lot tracking that guar-

Consumers want to know that what they buy at the grocery store is pure and wholesome; that starts with the livestock feed.

antee the traceability of the cooperative's feed.

"People buying products in grocery stores are making the decisions for our industry," Blowers said. "Consumers expect a high-quality product. If we don't give them that, I don't think we'll be a long-term feed manufacturer."

FEWER TRUCKS, MORE EFFICIENCY

In April 2009, the Hamilton Farm Bureau over-

hauled the way its feed is delivered to customers. The cooperative had been using three trucks with 40-ton trailers to deliver feed to its customers for the past 15 years.

The system worked, but the cooperative's employees and management saw room for improvement. Hamilton Farm Bureau decided to purchase two 50-ton Walinga trailers to replace the three 40-ton trailers it had been using.

The result was more efficient deliveries, decreased labor costs and increased safety for drivers. By downsizing the cooperative's fleet of trucks, Hamilton Farm Bureau became more efficient. Suddenly, their trucks could deliver more feed to more farms on a single run, which cut down on labor costs as well.

With three trucks, Hamilton Farm Bureau delivered 14 tons of feed per man hour, but with two bigger trucks, the cooperative now delivers 19 tons of feed per man hour. Driver work hours have been reduced from 55-57 hours per week to 45-47 hours per week. With the drivers on the road less, they are more rested, which is safer as well.

"We came to the realization that if we used two bigger trucks, we could do with two what we once had done with three," Blowers said.

The two trucks with 50-ton trailers deliver 1,700 tons of feed each week to the cooperative's customers. Hamilton Farm Bureau also invested in a transload system to bring product in by railcar so it can be transferred to the mills or on to the farm.

Blowers appreciates that Walinga's service center is only 30 minutes from the mills, which makes service calls and emergency repairs easier to handle.



He said Walinga's salesmen took the time to understand Hamilton Farm Bureau's concerns and find the trailer that would be best for the cooperative's business. He was impressed by the longevity and durability of Walinga's trailers, as well as the efficiency of the trailers' unloading system.

"Walinga was a better value," Blowers said. "They sat down with us to find something that fit our needs."

A HISTORY OF CUSTOMER SERVICE

Hamilton Farm Bureau was founded in 1920 during World War I. Area farmers had decided to pool their resources because supplies were tight.

Hamilton started as a farm supply cooperative, though over the years it branched out beyond farm supplies, even selling Chevrolets at a car dealership at one point. The cooperative's main focus has always been an agricultural supply and marketing cooperative.

Today it markets and processes eggs, sells propane and building materials and offers fertilizer as well as livestock feed to its customers. The cooperative has 125 employees, including 25 employees who work in the company's two feed mills.

One mill produces 200,000 tons of feed each year for swine and turkeys. The second mill produces bulk feeds for layers and dairy cattle, and is more specialized, producing bag lifestyle feeds as well. That mill produces 75,000 tons per year.

Hamilton Farm Bureau works hard for its customer/owners. It sources feed ingredients and produces and sells the Buckeye brand specialty feeds for equine enthusiasts. The mills are willing to produce feed and deliver it on the same day an order is made if a customer has a dire need.

"We always try to maintain that flexibility," Blowers said. "Everybody runs into supply challenges at times and we want to be responsive to that." ■

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Gold-Eagle Cooperative

Focusing on safer deliveries by using GPS units to track its trucks

About five months ago, the Gold-Eagle Cooperative in north central Iowa took a new approach to tracking its feed delivery trucks. Rural areas with few cell-phone towers and unpredictable weather sometimes interfered with radio and cell phone signals, making communication with drivers potentially unreliable. The cooperative decided to install a Global Positioning System (or GPS) unit in all of its feed-delivery trucks to improve communication with drivers.

Now, the cooperative can keep track of each truck's speed, where it is on which

Gold-Eagle Cooperative recently decided to install GPS units in all of its feed-delivery trucks to improve communication with its drivers.



road and when it arrives at and departs from a customer's farm. The computer system is updated every two minutes with a red light on a screen indicating if a feed delivery truck has stopped and a green light indicating if it is moving.

Managers at Gold-Eagle's feed division headquarters in Eagle Grove know that with the new GPS units they can communicate with any of their drivers anywhere and at any time. Dennis Reed, transportation manager for Gold-Eagle, said employees are still learning the ins and outs of the system, but in the long run, it will improve the efficiency of the cooperative's feed deliveries and the safety of its drivers on unsafe roads and in unsafe weather conditions.

"We're working the bugs out, but it's coming

along," Reed said.

Gold-Eagle operates 25 feed trailers, along with five tri-axle trucks. The cooperative's trucks travel an average of 76 miles roundtrip for each delivery, though some Gold-Eagle customers are 135 miles away and some are only about 17 miles from the mill. All together, the cooperative's trucks log about 30,000 miles per week, much of that on dangerous gravel roads in rural areas.

The safety and efficiency of its trucks and its drivers is important to Gold-Eagle's leaders, and the cooperative's policies reflect that concern. For instance, 12 years ago, Gold-Eagle re-evaluated its work shifts of its feed-delivery truck drivers. At the suggestion of its insurance company, Gold-Eagle started scheduling drivers for one eight-hour day shift, five days per week.

The new schedule eliminated evening and night shifts, as well as weekend shifts. The day shifts offer safer driving conditions than night shifts, while the five-day workweek and free weekends are popular with drivers, Reed said.

"This scheduling helps us in two ways," he said. "Number one, it improves safety, and number two, it helps with the hiring of high-quality drivers. Since (the five-day workweek started), accidents are down, repairs are down, and the quality of employees is up."

GROWING STRONG WITH WALINGA

Gold-Eagle Cooperative has more than doubled the size of its operations in the past 17 years. In 1993, Gold-Eagle operated facilities at four locations in central Iowa. But after mergers with several cooperatives in north central Iowa, Gold-Eagle today oversees operations at nine locations – in the towns of Eagle Grove, Goldfield, Corwith, Hardy, Livermore, Renwick, Thor, Titonka and Wesley.

The increase in the number of locations is reflected in an increase in the cooperative's feed production. In 2010, the cooperative produced 2,500 to 3,000 tons of feed per day, compared with 90 tons of feed per day in 1993.

According to Brian Kelley, the feed mill department manager for Gold-Eagle, the cooperative is known for its customer service and the high quality of its feeds. The cooperative's nine locations offer customers services such as grain storage units, feed mills, seed and fertilizer sales, pet foods and lawn and garden products, as well as staff members who can help customers make decisions about purchases in each of these areas.



Top photo: Nate Hansen, dispatcher and Denny Reed, transportation manager.

Bottom photo: Ron Bliss, mechanic.



Gold-Eagle started purchasing feed trailers from Walinga in 2005. Since then, Gold-Eagle has added nine Walinga feed trailers to its fleet, with another trailer due in January, 2011.

The cooperative also operates an ethanol plant that opened in Goldfield in 2004 and consumes about 60,000 bushels of corn per day.

To keep up with demand from its growing customer base, Gold-Eagle started purchasing feed trailers from Walinga in 2005. The cooperative's first purchase from Walinga was an 18-ton box feed. Since then, Gold-Eagle has added a total of nine Walinga feed trailers to its fleet, with another trailer due in January.

Gold-Eagle leaders praise Walinga for the reliability and durability of its trailers and for the accessibility of its service managers. Walinga trailers spend "less time in the shop, more time on the road," Reed said. "(Walinga has) treated us well and stands behind its product. If we have a problem, they take care of it."

COMBINING FORCES

Gold-Eagle Cooperative takes its name from the 1983 merger of two cooperatives, the Farmers Elevator Company of Goldfield, Iowa, and Farmers Cooperative Company of Eagle Grove, Iowa. The name reflects the two towns where the cooperatives were based: Eagle Grove and Goldfield. The new cooperative took the eagle as its logo and put its main office in Goldfield. The feed mill division was based in Eagle Grove.

Over the years, Gold-Eagle merged with five other cooperatives. Renwick Farmers Cooperative came on board in 1991, followed by the Livermore Farmers Cooperative Elevator Company in 1992 and the Corwith Community Cooperative in 1996. In 2002, The Farmers Cooperative Society of Wesley and Titonka and the Hardy Cooperative Elevator of Hardy and Thor merged with

Gold-Eagle. The cooperative now employs more than 200 people and oversees more than 23 million bushels of total storage capacity.

The mergers have given Gold-Eagle the strength of numbers to weather volatile markets and wide swings in corn prices over the past few years, Kelley said. The cooperative's bigger size helps it better serve its customers.

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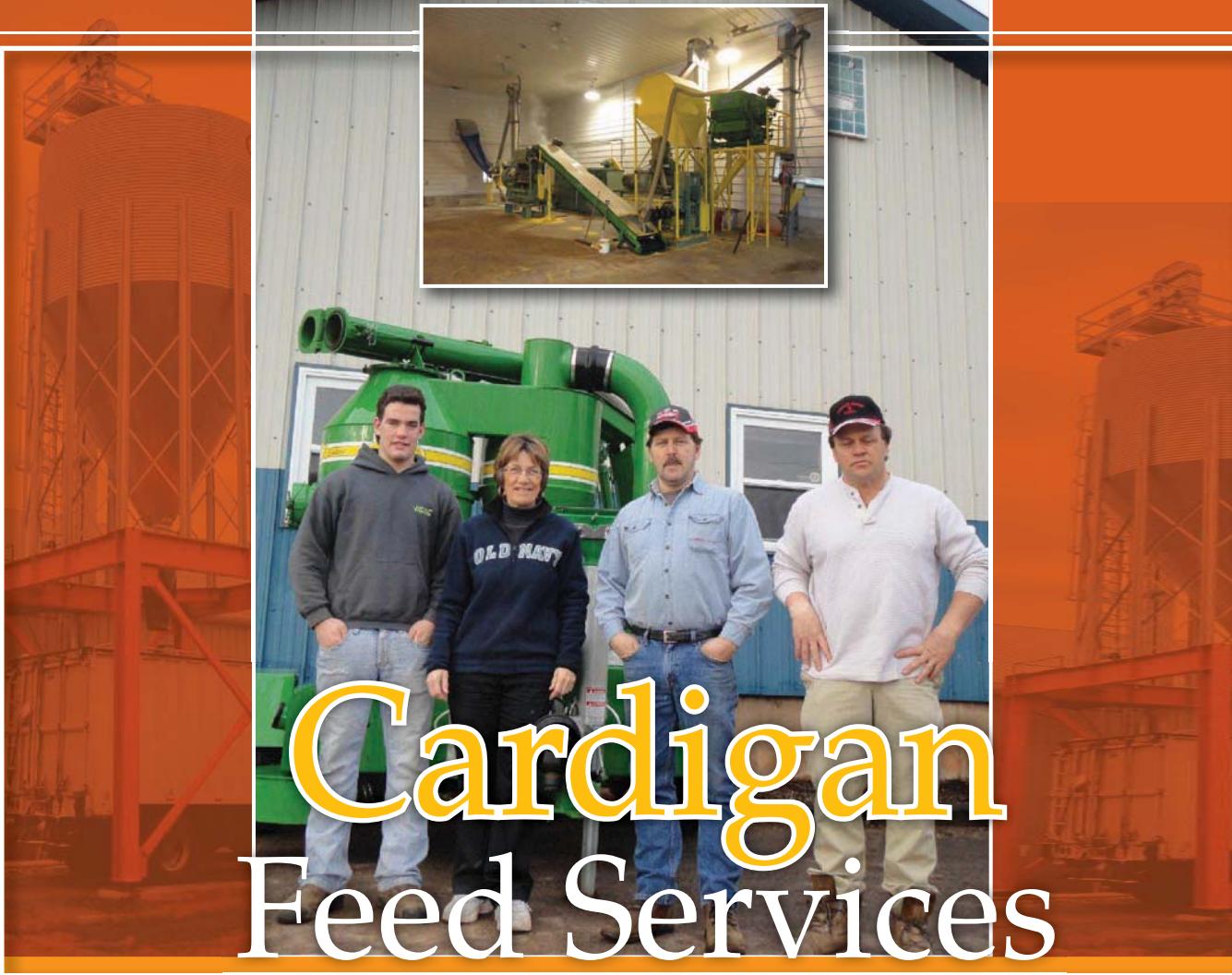
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Cardigan Feed Services

Adapting and thriving in tough times

In 1962, Martin VandenBroek and his brother-in-law, Peter Nabuurs, founded Cardigan Feed Services on Prince Edward Island, a small island of about 140,000 people off the coasts of Brunswick and Nova Scotia in northern Canada. Known for its cold winters and mild summers, farmers on the island had to travel long distances to buy feed for their livestock, and VandenBroek and Nabuurs saw a business opportunity.

They bought a country store and converted it into a feed mill. Three years later, the mill burned to the ground. Undeterred, VandenBroek and Nabuurs found a new location for their mill near the railway in Cardigan and rebuilt their business.

When the third mill burned in 1986, they rebuilt in the same location, wanting to continue to take advantage of the railway's convenient transporta-

Photo, from left: Martin Vandenbroek, Mary Vandenbroek - Grant, Herman Vandenbroek, George Vandenbroek.

tion. But a few years later, the railway closed, and Cardigan Feed Services, adapting once again and bought its first Walinga feed trailer to start delivering feed by truck to customers near and far.

Today, Cardigan Feed Services is run by three of Martin VandenBroek's 10 children: Mary VandenBroek Grant, George VandenBroek and Herman VandenBroek. George runs the feed business, Mary handles the company's buying and selling over the phone, and Herman runs a metal-working shop that sells Walinga agra-vacs, among other items. The family tradition of hard work, adapting to change and overcoming tough

business conditions continues.

Producing, selling and delivering livestock feed is still Cardigan Feed's main business, with the company enjoying a contract for the past 25 years or so to produce and market Purina chows on and off the island. The company's mill is one of three on the island. It produces 30 to 50 tons of feed per day.

Half of the company's feed sales go to dairy

we take care of the rest."

RELIABLE TRANSPORTATION

Cardigan Feeds sells feed in its store in Cardigan, but it also delivers feed by truck to customers on and off the island. Transportation to the mainland can be difficult, but more so for trucks.

The 8-mile-long Confederation Bridge, the world's longest bridge over ice-covered waters, connects the island to New Brunswick. Ferries can take the trucks and other vehicles to Nova Scotia. But harsh winter weather and high winds can temporarily

Cardigan Feed Service's mill is one of three on Prince Edward island. It produces 30 to 50 tons of feed per day.



producers, with another 40 percent to hog farms and the rest to poultry, horse and beef producers, according to VandenBroek. The company keeps costs down by cutting out the so-called middle man, brokering, weighing and trucking the feed themselves.

But the company also has branched out to adapt to changing business conditions in Canada and on Prince Edward Island, where tough economic conditions led fewer farmers to raise livestock and more to grow cash crops such as soybeans and high-moisture corn. The company also buys and sells more seeds now. George VandenBroek credits loyal customers and employees who are also neighbors for helping the business weather storms over the decades.

"They stood by us through thick and thin," he said. "Our customers have dealt with us for years. We know their product, and they know ours. They tell us when and what they want, and

halt either mode of transportation. The trucks also compete for space on the ferries with tourists who flock to Prince Edward Island to enjoy its mild summers. On top of that is the added cost: \$125 to put truck on a ferry and \$68 to drive a truck across the Confederation Bridge.

Cardigan Feed Services needs trucks and feed trailers that are reliable, and Walinga is its dealer of choice. The company has six feed delivery drivers with eight trucks. Five of the trailers are Walinga feed trailers, including a tanker unit, a box unit and tandem trailers. Another Walinga trailer is being built for delivery in January.

Cardigan Feed Services sticks by Walinga because the equipment is "top notch," VandenBroek said. Cardigan Feeds bought its first Walinga

truck for local deliveries in 1978. Eventually, the truck was sold to a farmer, who still runs it today.

The trailers are also safe for drivers, with good lighting and ladders for access, George VandenBroek said. The equipment's hydraulic system can be relied upon to put the feed in the right bins on a

If I send one of our guys to deliver feed to a farm, the farmer knows it will get there on time and without problems.

customer's farm. Another plus: The bins on Walinga trailers can be counted on to keep different types of feed separate. That's important for Cardigan Feed Services' customers, who are concerned that the feed they buy is uncontaminated and can be traced at every step along the way.

"What you put in the bin is what comes out," George VandenBroek said. "If I send one of our guys to deliver feed to a farm, the farmer knows it will get there on time and without problems."

Even family-owned businesses on a small island off the coast of Canada have to document where the ingredients in their livestock feed come from – not to mention who mixes the ingredients, who loads the

feed on the truck, where and when the feed delivered, who delivers it, and on and on and on.

"Traceability is a big issue for the feed business now," George VandenBroek said. "The consumer wants and expects it, so this is what you have to do."

THE NEXT GENERATION

The feed business is tough. George VandenBroek usually works at least six days a week. But, aside from a week when he drove a dump truck as a teenager, it's the only business he's ever known. He enjoys the challenge of it, but he worries about the future of the industry.

At 45 years old, he doesn't see many people younger than himself in a business known for long hours and little pay. Some of his nephews are considering working in the family business, but he's not sure they'll take on the responsibility.

"People in agribusiness work way too hard for what they are compensated for," George VandenBroek said. "There's just not that many people cut out for that anymore."

In the meantime, Cardigan Feed Services is "hanging in there," he said. "With good equipment and loyal customers, we survived and thrived while some of our competitors fell by the wayside," he said. "Every day brings new challenges but also new opportunities. We have persevered."

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Premier Co-op's history dates back to 1893, making it one of the oldest supply cooperatives in the United States. In 2008 it opened a new state-of-the-art facility in Mineral Point, Wisconsin.



Premier Co-Op

Delivering precision and efficiency with a fully automated feed facility

Two years ago, Premier Co-Op opened a new facility in Mineral Point, Wisconsin, that changed everything for its feed business. The cooperative based in Mount Horeb in southwest Wisconsin had been operating four small feed facilities that were limited by size and organization. The facilities couldn't receive ingredients and load finished feed at the same time, and the variety of feeds the facilities offered was limited by their small number of ingredient bins.

"Historically this wasn't an issue," said Brian Reilly, sales manager for the cooperative's feed division. "But as our customers have grown over the years, their demand for quantity and variation of ingredients was expanding to a point that in the very near future, we wouldn't be able to meet their needs."

According to Reilly, Premier had been forced to use a larger manufacturer to make some of the feeds its customers wanted that its facilities couldn't supply. The cooperative's Board of Directors, management and customers knew there had to be a better way.

"The facilities were old and getting run down and needed updating," Reilly said. "There were several other factors that came into play but ultimately the decision was made that if we wanted to be in the feed business in the future, we needed to make a substantial investment in a manufacturing facility."

It was decided that if we wanted to be in the feed business in the future, we needed to make a substantial investment in a manufacturing facility.

The cooperative ordered a feasibility study to find out what type of facility was needed and where it should be built, Reilly said. After more than a year of planning, construction started on the new Mineral Point facility that opened at the end of 2008.

The facility is fully automated, decreasing labor costs and increasing efficiency as well as consistency in the product. Fifty-two overhead bins supply an array of ingredients from soybeans and corn to calcium, allowing the facility to fulfill customers' orders completely.

"We're able to add so many ingredients that make (our customers') operations more efficient," Reilly said.

The state-of-the-art facility includes a 10-square-foot manufacturing plant and a 15,000-square-foot warehouse that can store 1,500 tons of feed. Overall, the new facility produces 60,000 tons of



feed each year, using one shift of workers per day in a five-day workweek. The facility produces both pellet and steam-flake feed.

Premier Co-Op offers its 5,000 members a variety of services, including convenience stores, a car wash, gasoline, propane and a lumber supplies. But its core business is – and always has been – feed, agronomy

and grain production. The new facility in Mineral Point brought the cooperative into the automated age and made it more competitive in the marketplace.

"We're able to add so many ingredients that make their operation more efficient," Reilly said.

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Don't take our word for it, visit walinga.com or strike up a conversation with a person beside you next time you're in the mill. We would rather let our equipment speak for itself.

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MonoBlock™ Hydraulic Controls



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“The feed business is driven by a productive live-stock business. We have to deliver what they want efficiently and economically.”

HIGH-TECH FACILITY, HIGH-TECH TRAILERS

Premier’s history dates back to 1893, making it one of the oldest supply cooperatives in the United States, according to the cooperative’s Web site. Premier was built on the merger of three cooperatives: the Mount Horeb Farmers Cooperative established in 1945, the Patrons’ Mercantile Cooperative of Black Earth established in 1893 and the Quad County Cooperative established in 1918 with locations in Blanchardville and Darlington. The Mount Horeb Farmers Cooperative and Patrons’ Mercantile merged in 2000, and Quad County came on board in 2004.

Premier produces Land O’ Lakes Purina feed. The cooperative delivers feed by truck to farms within an 80- to 100-mile radius of the Mineral Point facility, with customers throughout southwest Wisconsin and into east Iowa and northwest Illinois. About 75 percent of the cooperative’s feed customers are dairy farmers, but it also offers feed for beef cattle, hogs and specialty animals such as sheep and goats.

The cooperative has nine bulk feed trucks, four of which operate with Walinga trailers. Jon Accola, Premier’s feed division manager, praises the Walinga trailers for their efficient and fast unloading times. The feed trailers’ bins can be unloaded independently of each other, in any order, giving the cooperative the flexibility it needs to meet its customers’ demands. Plus, the trailers can be counted on to last for years, making them a good long-term investment.

“These are trucks that are going to last,” said Accola. “We get more out of them, and they’re a better value.”

Accola and Reilly said Walinga have been a good company to work with as Premier increased its fleet of trucks to meet new demands over the past four years. “If we’re going to be in the feed business in the future, we’re going to need facilities and vehicles that take us into the future,” Reilly said. “We’re matching trucks up with the type of high-tech feed facility that we have.”

LEARNING CURVE

Getting the new feed facility up and running was a huge undertaking for Premier, and the company’s employees are still learning about the new features

and new appliances, Accola said.

“Every day, there’s something new,” he said.

But Premier is confident that the new feed facility can help it outlast its competitors in a business that is becoming ever more specialized and regulated. Consumers want to know where their groceries come from, and livestock feeds are scrutinized for the type of ingredients they include and the way the feed is handled during every step of the process.

Premier’s new feed facility offers its customers high-quality feeds—and the documentation to back it up.

“What sets us apart is our facility,” said Accola. “No one has the number of ingredients that we have.”



Top photo, from left: Operations room with Jon, Andy and Dan.

Bottom photo, from left: Nick Neumaier, Tom Olson, Zeth Burnette, Andy Bishell, Dan Schraepfer, Jon Accola.

Inside Walinga



A Team Effort



Walinga's service managers build relationships with customers that make a difference

Darwin VanOtterloo, a field service technician for Walinga in Sioux Center, Iowa, has spent a lot of time over the past two years helping companies and drivers learn to operate the "HOAG," Walinga's High Output Augur Unload trailer.

Introduced less than three years ago, the 40-foot-long HOAG has a capacity of 40 cubic feet and an unloading rate of 5,000 to 7,000 pounds per minute. It's a fully automated system that unloads at about twice the speed of older Walinga models. The HOAG's efficiency impresses owners and drivers, but its high-tech equipment can be intimidating. Drivers who work with the HOAG have to relearn how to unload a trailer, and that's where VanOtterloo comes in.

As a field service technician, VanOtterloo is on the road several days per week, meeting with customers in a service territory that includes most of Iowa as well as Wisconsin, Minnesota, South Dakota, Kansas and Nebraska. Several of VanOtterloo's customers have HOAG trailers, and he helps them get the most out of the equipment. He often rides with drivers to their customers' farms, offering tips on the best ways to unload feed from the trailer's eight bins.

Customer service is important for every business, but for Walinga, it's a company-wide commitment that begins with the engineers who design the equipment and the salesmen who help customers find the right equipment for their needs. Field service technicians follow up with customers to make sure the equipment runs

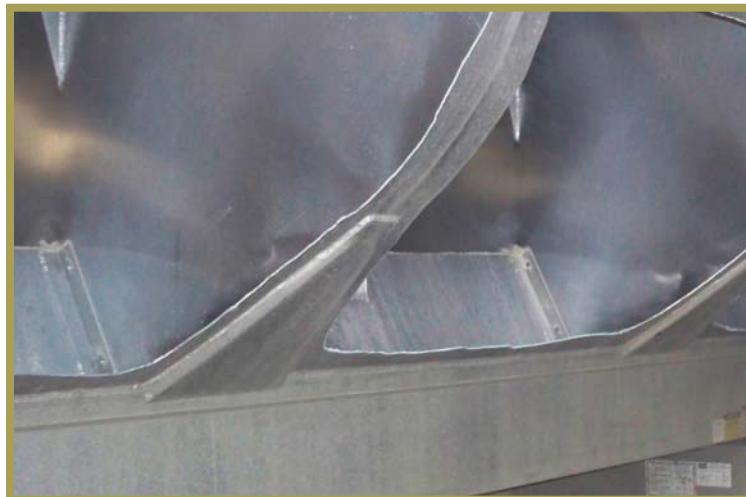
consistently and as efficiently as possible—VanOtterloo is proud to be part of the team.

"Good customer service starts at the top and goes all the way through," he said. "We try to go as far as we can go to get the customer up and going. If you don't have a customer hauling feed, you don't have a happy customer. But it starts when the truck is new so we can avoid the problems later."

FACE TO FACE WITH CUSTOMERS

VanOtterloo spends more than half of his time on the road, building personal relationships with customers. He seeks feedback and passes the information along to engineers, who use it to improve the equipment.

"In the end, (the customers) make us look





Far left: customer service in action at the Sioux Center facility (pictured above). Left and bottom: Walinga technicians at the Wayland facility (pictured top). Above: Carman Service facility

good," he said. "Feedback is essential to long-term growth."

VanOtterloo's boss, Field Service Manager Janus Droog, knows that well. Droog's office is based in Geulph in Ontario, Canada, northwest of Toronto. He said his service center gets calls throughout the day, from early in the morning to late at night. Droog also visits his Walinga clients regularly, talking with drivers and owners.

"Every driver always has a comment," he said, "and we listen. Sometimes we change the equipment because they operate it on a daily basis and

have good ideas. They know Walinga has the best quality built unit in the field and stands behind its equipment."

Andy Nijenhuis is the service manager in Geulph. Customers in Ontario and Quebec bring their trailers to the service center for repairs and servicing, but the center works on trailers shipped from farther away as well. Nijenhuis also works with other Walinga service centers, helping to diagnose problems and prepare estimates and repair kits for wrecked trailers in the United States and as far away as Australia. Nijenhuis is focused on getting trailers back on the road as quickly as possible.

"We've got to keep the customer going," he said. "I have a dedicated crew, we're up front and honest, and we try to create a good timetable and stick to the promises we make. We build on each other here, and we're not happy unless the customer is happy."

Arno Linde, a field service technician with the Carman, Manitoba, service center in Canada, also reports to Droog. Linde once sent an employee out four times to try to solve a stubborn electrical problem on a truck that turned out to be caused by another manufacturer. It was a two-hour drive each way to the customer's business.

"More than anything, we want the quality to be correct," Linde said. "There is nothing that can't be solved, and we will solve the problem." ■



AFIA Employee and Product Transportation Safety Webinar

By Leslie Malone

Employee and product transportation safety is paramount to the feed and pet food industries, and having an accident prevention plan is of the utmost importance. For this reason, the American Feed Industry Association hosted the webcast, “AFIA Employee and Product Transportation Safety,” on Tuesday, November 30.

AFIA’s Equipment Manufacturers’ and Integrator Committees jointly created a guidance document on transportation safety relating to the feed industry. The online seminar gave an in-depth account on a number of issues covered in the guidance document.

The webcast included presentations from four industry experts. Keith Epperson, AFIA’s vice president of manufacturing and education, served as both moderator and speaker. Other panelists included Dr. Charles Stark with North Carolina State University, Jack Lyle with Warren Manufacturing, and Walinga’s very own Terry Medemblick.

Terry Medemblick, sales and marketing manager of Walinga and president of Walinga USA, focused on vehicle operation and loading and unloading the vehicle. All employees—who must be authorized to operate the vehicle—need to possess a thorough understanding of rules and regulations, and possible ramifications for not following the rules. This point is often overlooked, leading to accidents and mistakes.

Jack Lyle, vice president and general manager of Warren Manufacturing, addressed issues related to working around power lines. With the right precautions, the work can be safe, but treating the lines with respect is key to avoiding injuries. In addition, Lyle reminded us that not only are pre-trip inspections mandatory, but they can prevent costly vehicular breakdowns.

Dr. Charles Stark, assistant professor of feed milling at North Carolina State University, focused on several key aspects of feed transportation, including the importance of the quality assurance manual and human resource training. The manual and training

will help to ensure employees maintain the required skill-set to be adept in the total delivery process.

Moderator Keith Epperson, AFIA, tied the presentations together, providing general information on safety transportation. Epperson stressed the importance of always following official safety guidelines, whether state, local or company mandated. He also recognized the Department of Transportation’s



According to the recent webcast, “AFIA Employee and Product Transportation Safety,” basic safety points are often overlooked.

creation of a new safety monitoring and enforcement program, expected to be available next year. DOT’s 2010 Comprehensive Safety Analysis is expected to replace their current process of issuing safety ratings following on-site compliance reviews.

The degree of safety and the results accomplished are directly proportional to the effort expended to control the conditions, practices, and human actions responsible for accidents. To learn more about the “AFIA Employee and Product Transportation Safety” webcast or for those unable to attend, the association is selling DVDs for the same price of attendance, \$279 for members and \$319 for non-members. Included with the DVD is a copy of the written guidance document on transportation safety. Contact Keith Epperson at 703.558.3568 or kepperson@afia.org for more details.

If you plan on attending the 2011 International Feed Expo/International Poultry Expo in Atlanta, please stop at AFIA’s booth (1021 in Hall A) to learn more about the association’s member-driven activities, which include legislative and regulatory matters that pertain to transportation. ■

New Products

PEER AGXTREME™ BEARINGS - SEVERE ENVIRONMENT BEARINGS

PEER developed AgXtreme™ bearing seals specifically for harsh and severe environments. The AST (Advanced Seal Technology) was designed for environments where a standard seal is not tough enough.

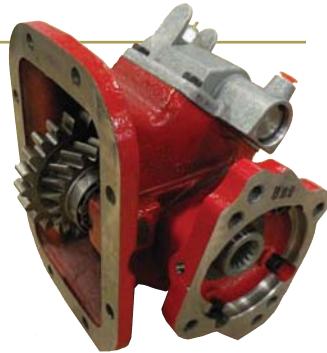
Applications include:

- **Agriculture** - Combines, Hay Balers, Mower Conditioners, Cotton Strippers, Augers, Planters/Grain Drills
- **Lawn & Garden** - Lawn Mowers
- **Conveyors** - Grain, Aggregate

PEER AgXtreme™ bearings have an exclusive seal design. Single (F or G), double or triple lip seal options all bonded to a thick gauge steel shroud for protection even in the harshest of environments.

CHELSEA PTO

Chelsea offers a wide variety of 8-Bolt Power Take-Offs with excellent coverage for transmissions with 8-bolt openings. These units are designed for high torque applications such as product blowers, oil rigs, fire trucks, large-capacity tow vehicles and other tough challenges. Various speed ratios make available high and low speed applications, with a robust design that delivers high torque capacity.



- Excellent coverage for transmission applications that feature an 8 bolt PTO aperture.
- Deep mount housing option for Mack applications.
- Three speed ratios, 27 output options, 10 shift options, 2 lubrication options and 3 mounting styles.
- Intermittent torque ratings from 229 lbs-ft to 375 lbs-ft.
- Approximate weight 28 lbs.

AgXtreme™ Field Testing Results from Mud Slurry Testing:

"The test shows that PEER bearing seals performed significantly better than the name brand bearing seals. The lack of durability in the name brand seal design is evident, as the contamination levels of the bearing were high at the 75-hour mark. It is clear that the PEER Bearing seals are superior to the name brand seals." Chris Napoleon, chief engineer, Napoleon Services, Independent Bearing Testing Facility.



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Exceptional Strength and Durability in a High Performance Motor

LSHT Torqmotors™ and Nichols™ Motors TG Series

As with PTO's and other major components on a Feed Trailer, The Hydraulic Motor Selection is very critical. If too small of a motor is selected, performance will suffer.

The heart of Parker's TG Series powertrain, the torque link, is an extra heavy duty part that includes patented 60:40 spline geometry. Rugged construction throughout allows the transmission of over 13,000 lb-in of torque. The entire powertrain is continually washed in cool, high flow fluid to assure long life. Roller vanes and sealed commutator maintain high efficiency and provide smooth low speed performance.



Visit Walinga at These Industry Events

January 18 - 20

Fort Wayne Farm Show
Fort Wayne, IN
www.tradexpos.com/ftwayne

Jan 18 - 20

Manitoba Ag Days
Brandon, MB
www.agdays.com

January 26 - 28

KMOT-TV North Dakota Ag Expo
Minot, ND
www.kmot.com/Ag_Expo.htm

January 13 - 14

NC Grain and Cotton Conference
New Bern, NC
www.ncgrainsconference.org

Jan 26 - 28

Sioux Empire Farm Show
Sioux Falls, SD
www.siouxempirefarmshow.org

January 26 - 28

International Poultry Expo
Atlanta, GA
www.ipe11.org

February 1 - 3

Iowa Power Farming Show
Des Moines, IA
www.iowapowershow.com

February 2 - 3

Illinois Pork Expo
Peoria, IL
www.ilpork.com/displaycommon.cfm?an=1&subarticlenbr=160

February 25 - 27

Western Farm Show
Kansas City, MO
www.westernfarmshow.com

February 8 - 10

Canadian Int'l Farm Show
Toronto, ON
www.masterpromotions.ca/Previous-Events/canadian-international-farm-show

February 8 - 10

World Ag Expo
Tulare, CA
www.worldagexpo.com

February 24 - 26

New York Farm Show
Syracuse, NY
www.newyorkfarmshow.com

February 2 - 4

Southern Farm Show
Raleigh, NC
www.southernshows.com/sfs/

February 16 - 19

National Farm Machinery Show
Louisville, KY
www.farmmachineryshow.org

February 25 - 26

Mid-South Farm & Gin Supply
Memphis, TN
www.farmandginshow.com

March 1 - 3

Hawkeye Farm Show
Cedar Falls, IA
www.farmshowsusa.com/Mains/HMain1.htm

March 9 - 10

Triumph of Ag Expo
Omaha, NE
www.showofficeonline.com/TRIOFAGSTARTPAGE.htm

March 22 - 24

Mid-America Farm Expo
Salina, KS
www.salinakansas.org/chamber/events/farmshow.asp

March 2 - 4

Ag Expo
Lethbridge, AB
www.exhibitionpark.ca/index.php/general-events/2011-events/ag-expo/

March 16 - 17

Midwest Poultry Federation
Convention
St. Paul, MN
www.midwestpoultry.com

Mar 31 - Apr 2

Northlands Farm & Ranch Show
Edmonton, AB
www.farmandranchshow.com

March 9 - 11

Western Fair Farm Show
London, ON
www.westernfair.com

March 17 - 19

North American Farm &
Power Show
Owatonna, MN
www.tradexpos.com/farmpowr

May 4 - 6

3I Show
Great Bend, KS
www.3ishow.com

Looking Ahead

Winter! What a wonderful time of year! When it comes to weather, there's so much uncertainty – will it snow, will it rain, will it be cold, or will it just be mediocre? Well, I'm sitting here in Moncton, New Brunswick, having just finished my annual trip to the east coast to visit our customers here and I'm thinking "I've had pretty much every type of weather this week!" I traveled through a snow storm in southwestern Ontario, I put up with severe winds and rain in New Brunswick, I had beautiful spring weather in Nova Scotia and then I enjoyed fresh, cool weather in PEI! Our weather certainly can be different, depending on where you go.

This brings me to what has been on my mind over the past six months or so – how our business environment has seen a lot of different weather. Some areas have seen good weather while others have had to sit through some tough storms. For instance, the Atlantic Provinces have had a tough go of it. Poultry is down (though it is making a bit of a comeback), dairy is starting to pick up a bit more, but the hogs are pretty much all gone! There are a few producers left, but as one mill manager said, "I'm really not too sure why they are staying; they can't be making any money!"

As far as the other areas are concerned, things seem to be stabilizing somewhat. While we aren't seeing the numbers or the volume we have in the past, we are seeing some of the livestock numbers bouncing back, and we are seeing more stability. The feeling I get from a lot of people is that the economy is still in tough shape, but people still have to eat, and so there is still a demand. What we will no doubt continue to see over the next

year is a continued "tightening up." We will see a tightening up on budgets, a tightening up on regulations and a tightening up on how things are done.

Over the years, a lot of our competitors made equipment that was, for lack of a better term, "good enough to get by." This was probably not so much our competitors' choice as it was what feed companies wanted. After all, at that time transportation of feed was not on their list of "necessary issues." Well today, this is changing! The feed industry is being saddled with some fairly stringent regulations, such as Safe Feed Safe Food in the US, Feed Assure in Canada, and others.

This is where Walinga comes in. Because of the vastness of the areas we cover and the diversity of our customers, we are in the unique position of being able to meet these design change requirements. For many years now, Walinga has worked with these requirements and been able to meet these demands. And while this causes us to have a more expensive unit, you can be certain that as a customer you will always get what you need. Furthermore, you can rest assured that we will continue to work on new and more efficient ways to get the job done.

As we look at the industry, we are not thinking so much about weathering storms as we are about navigating through changing weather patterns. I'm confident that as a company, with our skills and expertise, we will continue to grow. The tough times may make us tougher and leaner, but we will continue to shine. We have a good team, we produce quality equipment, and ultimately, this is our race to win!

Stay ahead!

Don't forget to keep track of new products, events and industry trends at Walinga.com.



The image is a screenshot of the Walinga website. At the top, there is a navigation bar with the Walinga logo and a search bar. Below the navigation bar is a large image of a white truck with a blue and red trailer. The trailer has "DUMAX INC. Dry and Beef Nutrition" written on it. Below the image, there is a section titled "Bulk Feed Bodies & Grain-Vacs" with a paragraph of text. To the right of the text is a small image of a "TOSKA FARM SHOW" award. At the bottom right, there is a "YouTube WALINGA" logo with the text "Click to view our videos!".

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YOU WANTED DURABILITY.
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Extruded Auger Trough • H.D. Steel Tubing

2" Bearings and 2.5" Auger Shafts • H.D. Stub Shafts



YOU WANTED LIGHT.
We gave you Lite.



11,000 lb trailer - delivering up to a 27 ton payload.



YOU WANTED SPEED.
We now give you speed.

*3,500 - 7,000 lbs/min. * - unload a 26 ton payload in about 7 1/2 minutes.*

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