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Special points of interest:

- Yield monitors
- Post Weaning Performance Improved
- Harvest Information
- MFA Scholarships
- Lamar Open House

MFA Lamar



Yield Monitors, Not Just another Bell or Whistle By: Jason Worthington - Agronomist for WCAS

Combines have come a long way from their origins. Once a stationary device that grain was delivered to, to the modern piece of equipment we see harvesting each summer and fall. These machines can come equipped with almost every bell and whistle you find in a luxury automobile. One option that you find in most combines these days is a yield monitor. Unfortunately this option is often treated as just another bell or whistle. Too often when asked, a grower will tell you the only thing they use the monitor for is to watch the yield and moisture as they roll through the field. Honestly this is the equivalent of owning a computer and using it for nothing but to play solitaire. When the yield monitor is used to produce yield maps and store data, it is a powerful tool for immediate decision making. When this data is collected over the series of several seasons this data can be put to even further use.

Immediate applications of yield monitor data begin with problem identification. Once lower yielding areas of the field are identified background information can be gathered to find root causes such as tillage or compaction. Specific weed pressure may be restricted to certain areas of the field. Whatever the problem may be a yield map is an excellent tool of pinpointing the location of the problem. Once the problem is then identified, measures can be taken to improve these areas of the field before the next cropping season.



A second application, and probably the most overlooked application, that can be used immediately is the creation of variable rate phosphorous and potassium recommendations based on nutrient replacement. Yield monitors have taught us that our fields vary dramatically across the field and when we apply fertilizer based on a whole field yield goal we are under applying in some areas and over applying in others. Using the data collected from the previous year, fertility recommendations are tailored to the field so every acre gets the right nutrients to replace what has actually been used. These recommendations are best when used in conjunction with grid sampling; this method allows deficient areas of the field to be built to acceptable levels while replacing nutrients were they have been removed. (continued on page 2)



Yield Monitors, Not Just another Bell or Whistle (cont.)

After a period of nutrient build up soil nutrients are often near optimum. In this scenario additional build is completely unnecessary and replacement recommendations made from yield data are ideal. Due to the lower initial costs this may be a more feasible way to start variable rate application on rented ground, by limiting the sampling cost and the amount of nutrient build in soil that a grower does not own.

Once a grower obtains several years of yield maps data can be applied in other ways. After long term data is gathered trends in the field can be more accurately identified, particularly high and low yielding areas. From this long term yield information variable rate N rates and variable rate seeding rates can be more accurately prescribed. If areas with low potential are identified planting rates of crops, particularly corn, can be lowered to reduce costs. In areas with higher potential planting rates can be increased to reach the full yield potential of the more productive ground. These fields with varying yield potential can also receive varying rates of N fertilizer. These rates should correspond almost directly with the variable corn planting rates. Both variable rate N application and variable rate corn planting have tremendous potential to increase profitability through both increased returns and lower inputs.

Both variable rate N application and variable rate have tremendous potential to increase profitability through both increased returns and lower inputs.



Implementation of these practices is not as complicated as it might seem. Local West Central, AgChoice, and MFA retail locations have the ability to aide growers in data collection, data storage, and field prescription from data retrieved by almost all brands of yield monitors. Any growers who are interested in using this data should begin to familiarize themselves with the functionality of their yield monitors. Any growers who need help doing so need no more than to contact their local MFA, West Central Ag, or AgChoice agronomist, manager, or other representative. Growers can also contact MFA's area precision equipment specialist Brian Davidson with any new purchase inquiries or current equipment questions. Contact Brian Davidson by e-mail at bdavidson@mfa-inc.com or by phone at 816-585-6844.

Even if a grower is not ready for variable rate applications it is important that they start saving this data for any future uses. Don't waste this valuable information. This data should be put to work in 2010 so your yield monitor doesn't become just another bell or whistle.



Harvest Grain Information

2009 Fall Delivery Storage Options for Corn and Soybeans

NPE (no price established) will be offered for corn and soybeans delivered this fall to MFA Lamar at a rate of: Corn = 4 cents per bushel per month (pro-rated daily) with a 16 cent minimum and Soybeans = 5 cents per bushel per month (pro-rated daily) with a 20 cent minimum. NPE allows you to stay in both the futures and basis markets for a flat or monthly charge. Both the futures and the basis will remain un-priced and open to gains or losses.

Basis Contracts will be offered with no storage charges and the option to receive an advance up to 70% of the current market value on the bushels applied to the basis contract. Basis contracts will be established versus the March 2010 futures, allowing you to set the futures price anytime from the time the contract is made up to March 1, 2010. Basis contracts allow you to stay in the futures market, taking advantage of any futures rallies, but it also leaves you at risk if the futures market drops.

Open Storage will NOT be offered for Fall 2009 due to the lack of storage space and cash prices above the LDP program prices. Open Storage bushels force us as an elevator to keep those bushels at our facility and in bins. By using NPE instead of open storage we have a better opportunity of having available space for unloading grain during harvest.

Contracts must be filled first before applying bushels to NPE or spot selling.

Storage options and NPE charges are subject to change without notice.



2009 MFA Scholarship Recipients

The MFA Foundation is a non-profit, philanthropic corporation established in 1958 with an initial gift of \$28,000 from the estate of Robert O. Wurmb. The primary purpose of The Foundation is to provide greater educational opportunity for the youth in our trade territory.

The Foundation's major activity is its Scholarship Program, which has provided financial assistance to nearly 10,000 college and university students from rural communities since its initiation in 1965. The MFA Foundation Scholarships are offered to high school seniors in communities where MFA agencies (such as MFA AgriServices Centers, MFA Oil Company Bulk Plants & Propane Plants, and other MFA agencies) are located and are willing to contribute \$350 to the MFA Foundation as joint sponsors of the scholarship. The amount of the scholarship is \$2,000 and is applied toward the student's freshman year of college. It is not renewable.

The scholarship winner is selected by a local committee of 3 to 5 persons and should include a farmer, a businessman and a high school official. In making its selection, the committee considers the applicant's:

- interest in furthering his/her education in studies that relate to agriculture or other fields of study that benefit rural life;
- participation and leadership in school, church and community activities;
- reputation for good citizenship and good moral character;
- financial need, sources of income and willingness to work; and
- satisfactory academic progress.

LOCATION

RECIPIENT

LAMAR

KRICKET MEDLIN

LIBERAL

KASEY JO SELVEY

The August Niehas Scholarship recipient was Lamar High School senior Kirsten Gariss.

Congratulations to all the scholarship recipients.

LAMAR OPEN HOUSE

Lamar held its Grand Opening/Open House on July 24 and 25. On Friday the 24th we served hamburgers, smoked sausage, and hot dogs. Chuck Hubbert, Tony Koger with our feed and livestock division, along with Ben Fizette, seed and crop protection, cooked over 500 burgers, 300 hot dogs and 300 sausages. Helping them cook was Joe Buster, James Stuart from Carytown and Doug Fast from Lamar. Serving was Felicia Costley, Diane Dill, Laura Ann Robertson, Pam Medlin, Kimber Kirby, and Diana DeHart.



A "GREAT BIG" Thank You to all of these folks who helped make the 2 days a great success.

Saturday we had donuts, coffee and juice. Another good turn out for Saturday with brisk sales. (continued on page 5)

MFA Lamar Open House (continued from page 4)



We had a 40X80 tent with sale items from our location as well as Ash Grove, Republic, Ozark, Cassville, Neosho, and Marshfield. It was a lot of work but sales were good and allowed us to move overstocked merchandise for several locations. Steven Ensley was nearly non-stop both days as well as Bruce Robertson, Sara Bunton, Doug Fast, Troy Foster, Terri Braker, and even myself

once in a while, were making tickets. Travis Roby and Louis Waas kept busy loading feed and anything else folks needed help loading.

It gave us an opportunity for people to view our new facility at Lamar as well as the face lift to the Grain Elevator. We got to see old friends and make a few new ones. We do appreciate all of our patrons and realize they are why we do what we do. Even though this past fiscal year has been challenging we look forward too many more years of service to our customers and still have plans for additional updates at Lamar and other facilities.

Once again a huge “THANK YOU” to staff and volunteers who helped makes the 2 day event a huge success.

Jesse Medlin
G.M. Lamar Group



Conservative Business Principles

By: Bill Streeter—President & CEO of MFA Incorporated

As I wrote in my first column for Today's Farmer this past spring, MFA is expecting a loss for the first time in a decade. I won't harp on it or complain. The fuel and fertilizer markets in combination with weather delivered that loss months ago. We're taking aggressive steps to limit the loss and make it a one-time phenomenon.

MFA posted a highly profitable year last year. The cooperative has only posted losses two times in the past 20 years. Of course, MFA is not alone in this difficult year. It's an industry-wide phenomenon. Agriculture is a volatile industry. That's always part of the calculation for those of us who depend on nature for a living.

Whether you grow crops or livestock, nature and the world economy have greater roles in your operation than business plans or risk-management policies. It is for just such scenarios as these that MFA has strategically focused on conservative business principles.

Today's economy requires all enterprises to rationalize every practice, service and effort. MFA is no exception. To ensure that your cooperative remains a viable entity for another 95 years, all of us at MFA will focus on improving profitability and strengthening balance-sheet fundamentals. I'm confident MFA has in place the right people, policies and procedures to weather this downturn.

With the tremendous volatility agriculture has seen over the past 20 months, all of us, - farmers, ranchers and suppliers - have had to dust off risk-management plans, revisit cost-savings measures and focus on fundamentals.

Leadership requires the vision to recognize underemployed assets and the courage to reposition them in an efficient manner. That's as true in your operation as it is in MFA's.

To be sure, that been MFA's philosophy for the past 30 years. It's also part and parcel of our culture. MFA's management and employees continually look for the most efficient ways to generate revenue while best serving our customers. That's a fundamental responsibility mandated by capitalism.

All of this holds true no matter what side of the industry you occupy. All operations are feeling the effects of the U.S. and world economic crisis. An optimist would survey today's agricultural economy and find it's the perfect time to dissect and analyze individual business operations—to retrench and reposition. The challenge for management, whether on the farm or in the boardroom, is to deploy assets in the most strategic fashion.

MFA Incorporated, like your business, responds to both internal and external forces that affect the enterprise. Wet weather, delayed planting and markets—we can handle those. They are traditional external factors that buffet agriculture. All of us can minimize these effects, again, by having in place and following defined risk-management policies. But even the best structured policies can only minimize bad weather and falling markets. They don't eliminate risk. As any swine producer can well explain, some problems appear in the form of external factors over which no one has control.

One look at the "swine" flu fiasco illustrates this point better than anything I can think of. (cont. on page 8)

Post Weaning Performance Improved

By: Paul W. Acton - Livestock Specialist for MFA Inc. - Kansas

It's that time of year again. The days are getting shorter and the nights are getting cooler. Doves line the power lines waiting on the first cold front to push them South. Spiders the size of golf balls hang at head height from every tree when trying to check cattle causing unsuspecting cattlemen and women to break into disco-like dance moves that are not intended to amuse their herds of bovines. The spring born calves are hopefully becoming harder to distinguish from their mothers making counting 'cows' a challenge. It's time to wean.



'Full Throttle' has consistently given better daily gains of 0.25-0.33lbs. per head per day than 'Cattle Charge' and calves on 'Cattle Charge' routinely gain over three pounds per day!

Since the inception of 'Cattle Charge' weaning stress has gone from being a burden on cowboys and calves to just the calves having to wonder aimlessly through the night. 'Cattle Charge' has been shown time and again as the industry leader in meeting the nutritional needs of high stress cattle while at the same time getting them to consistently gain weight post weaning with conversion rates that are unparalleled.

But what about the calves after they are weaned and doing well?

In the past we have self fed the calves with Cadence and corn or hand fed them with grain mixes, Trendsetter, Cattle Charge or a myriad of other products that we tried to tailor to our needs. Here at MFA we have developed a product that is particularly suited to these types of calves. Its name is 'Full Throttle' and as its name implies that is the speed at which your calves will operate.



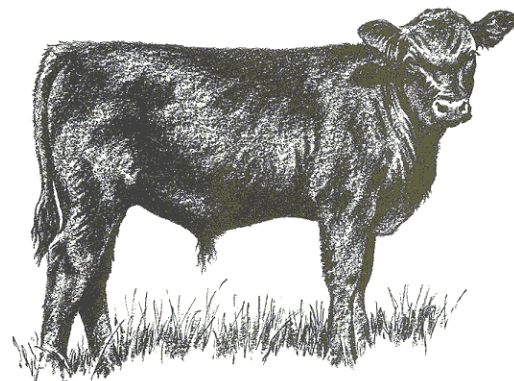
'Full Throttle' is a 14% protein feed which is higher in energy than 'Cattle Charge' which light and mid-weight calves will respond to better once they are out of the high stress of weaning or hauling. In MFA trials it has consistently given better daily gains of 0.25-0.33lbs. per head per day than 'Cattle Charge' and calves on 'Cattle Charge' routinely gain over three pounds per day!

'Full Throttle' can be full fed but due to its energy density calves need to be 'ramped up' to full feed level. 'Full Throttle' can be delivered with the antibiotic or inonophore of your choice or un-medicated.

'Full Throttle' can be full fed but due to its energy density calves need to be "ramped up" to full feed level. 'Full Throttle' can be delivered with the antibiotic or inonophore of your choice or un-medicated.

I would recommend that 'Full Throttle' be hand fed at 2% of body weight to maximize feed efficiency or consult with your MFA feed representative to tailor a feed program around expected daily gains that you would like to achieve.

We at MFA are excited to introduce 'Full Throttle' as a cost effective tool that you can use to make post weaning weight gains a viable source of income for your operation. Talk to your MFA representative for more details about 'Full Throttle'.



MFA Lamar

First Class Pre-Sort

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COLUMBIA, MO

1901 KK Hwy.

Lamar, MO 64759

Grain Office: 417-682-5593

Feed Store: 417-682-5300

Iantha Bulk Plant: 417-682-2037

Irwin Bulk Plant: 417-884-2474



We're on the Web: www.lamarmfa.com

Weather the economic storm by focusing on goals, strategies and risk. (Continued from page 6)

With each new announcement of flu, swine-industry experts tracked immediate negative effects on the already depressed swine industry. Those same experts attributed additional losses to producers and those who serve them when a media-frightened and misinformed general public avoided pork. How can anyone rationally manage a business for external irrationality?

But that's enough on the negative. Let me promise you that MFA will continue to lead with core values of honesty and integrity. All of us must focus on what we can achieve and set goals, goals that require sacrifice but are achievable. Through my years in retail, I know that details are important. But details are no more important than staying focused on larger goals. Always remember that as the marketplace changes, so should your goals. MFA's have and will continue to change to reflect developments in the marketplace. The constant is that MFA will continue to provide quality supplies and services on a timely basis for the benefit of its farmer/owners.

-Bill Streeter, President and CEO of MFA

To receive nightly grain bids and comments via e-mail, send your e-mail address to ddehart@mfa-inc.com and request bids be sent either nightly or once a week.

The MFA Lamar newsletter is coordinated by Diana DeHart and printed through the Adrian Journal. If you have any agronomy, feed, seed, animal health, or grain topics you would like us to address, please call Diana at 816-297-2118 or send an e-mail to ddehart@mfa-inc.com.