

September 30, 2010

Volume 5, Issue 4



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- West MO MFA AGRI-Services is currently hedging grain out through December 2011. We offer forward contracts, open basis (futures only) contracts as well as basis contracts and NPE (no price established) contracts.

Western MO MFA Agri Services



NEWSLETTER

Western MO MFA Agri Services

By: Jesse Medlin – General Manager

You will see a new name on your monthly statements next month. The name will be “Western Mo. MFA Agri Services”. This is a consolidation of Lamar Agri Services, MFA Grain Lamar, Iantha, Irwin, Lockwood Bulk fertilizer plants, Carytown Agri Services, and Mt. Vernon Agri Services.

Our desire is to give all of our patrons the benefit of what each location has to offer. At Mt. Vernon we will carry feed, some farm supply, fertilizer, chemical and seed. In addition we will be able to do custom application on chemicals. Carytown will also now be handling feed and some farm supply.

All locations now have available the option of bulk soybeans and wheat treated and delivered to their customer’s farm. All locations can benefit from our crop consultant, our precision agronomy consultant, and the availability of variable rate application on fertilizer and lime.

You will still be doing business with the same locations and people with a few exceptions in staff placement.

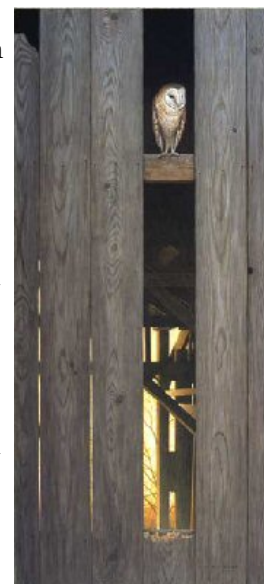


Kirk Kleeman has moved to the manager’s position at the Lockwood Bulk Plant. Kirk is no stranger to the Lockwood plant since he worked there for many years as an applicator. He and Casey will continue to work hard to take care of your fertilizer needs. You can also stop in and talk with Kirk about booking corn and beans for next year.



Brian Davis is the new manager at Mt. Vernon. Brian is a native to the area and looks forward to renewing old friendships as well as making new ones. We now are also stocking feed and some farm supply at Mt. Vernon. Give us a call on seed, feed, fertilizer, chemical, and application needs.

(Continued on page 2)





Western MO MFA Agri Services

(continued from page 1)

Rob and Jake are still at Mt. Vernon to offer the continued excellent service we intend for all of our patrons.



Wayne Decker moved from Lockwood to Carytown as manager. Wayne will work hard for you on fertilizer, chemical, and seed.

We also now will handle feed at Carytown as well as some farm supply products.



James, Joe, and Lester are still at Carytown to offer the same excellent service as always.

Stop by and meet the new people on staff.

MFA
Introduces a
New Logo



By: **Chuck Lay**

Executive Editor

of Today's Farmer and Director of Communications for MFA Incorporated.

The first documented use of the shield logo was in the field secretary's column in the July 1, 1922 issue of Missouri Farmer (Today's Farmer's predecessor).

MFA has had the same logo since around 1980. Our guidelines in developing the new logo were to capitalize on MFA's iconic shield.

We also worked under the knowledge that now is the perfect time to refresh our corporate image. We have a renewed emphasis on an energetic, efficient company. We have new leadership with President and CEO Bill Streeter. Our charge was to keep MFA positioned in the marketplace as a modern agribusiness poised for growth. As you can see, the new logo removes the box. The crossbar of the A has been replaced by a red stroke that arcs up and to the right—upward toward growth.

Earworms! How much of your money have they eaten?

By: Adam Stuteville –Agronomist for MFA/Ag Choice

As we all watched our corn pollinate and fill this year we noticed the damage caused by earworm. In the past there wasn't much we could reasonably do to control them, we just had to sit back and watch as they ate our potential profit. Well, things have changed. With the introduction of Genuity SmartStax from DeKalb we now have earworm control.

I have had several producers ask me how much corn they are losing to earworm. It is hard to give them an exact number, but we all know earworm is robbing us of profit. The general rule is three kernels lost per ear in a stand of 30,000 plants per acre equals one bushel. Genuity SmartStax is going to put dollars back in our pockets.

Genuity SmartStax will give us control of corn borer, corn earworm and armyworm thanks to the addition of a second Bt gene for above ground pests. In side by side trials in 2009 an eight bushel yield advantage was seen over non-SmartStax corn. "The control of earworm with Genuity SmartStax will be as important to southwest Missouri and southeast Kansas as corn rootworm control was to the Corn Belt several years back," says Chock Scammon, Monsanto seed representative.

Control of earworm is not the only advantage of Genuity SmartStax. You also have a reduced refuge requirement, and instead of 20% refuge you now only need a 5% refuge. So now only 5% of the corn you plant will have to be bought in a separate bag and be susceptible to corn borer, corn rootworm, corn earworm and armyworm. Compare this to our competitor's refuge requirement of 20% for corn borer.

As each of you sit down this fall and make your seed corn purchases I would strongly encourage you to ask your local MFA agronomist for yield data on Genuity SmartStax for 2010. I would also encourage you to pick a farm or two and plant Genuity SmartStax so you can see firsthand the advantages it will give you.



Remember to Book Early to Ensure Availability of DeKalb and MorCorn Containing the Genuity Traits for Earworm Control



Also if You Order DeKalb and MorCorn Corn Hybrids, as well as Asgrow and MorSoy Soybean Varieties by October 15 You Will be Guaranteed Your Lowest Price from



Western MO MFA Agri Services

MFA Crop-Trak

By: Steve Twente – Western Sales Manager for MFA

As many of you know, we have been offering crop consulting services for the past 4 seasons. This business has grown quite a lot in those 4 years. With the growth of this business, one gets to a point that we need to name it, so in the past few months we have had the below Crop-Trak logo designed to represent the consulting business.

The main thrust of using Crop-Trak is to be pro-active in staying ahead of problems in crops and not having to react when problems arise. The best way to do this is – Trak the crop.

Our consultants continually try to upgrade their knowledge and techniques, so they can give you the best information possible to maximize your returns.

Visit your local crop consultant or Western MO MFA Agri Services location to learn more about how crop consulting can add profit to your operation.



Commodities used as Trade-Ins (Barter)

In the past there has been some confusion on the way the “barter” system works in relation to using grain as a trade-in for vehicles in order to receive tax savings. The following is a brief description of how grain can be legally used to barter for a vehicle.

For grain to be used as trade-ins on vehicles, the grain must have been produced by the farmer and owned at the time of the trade-in. THIS INCLUDES ONLY:

GRAIN STORED IN THE FARMERS NAME (in OPEN STORAGE)

OR

GRAIN BEING DELIVERED IN THE DEALERSHIPS NAME

If grain was delivered, but not stored, ownership has already passed and it is too late for the farmer to trade-in the grain to avoid the sales tax.

If grain has been delivered as “farm to terminal” to a destination, it changed ownership when it passed over the destination scale, and is too late for trade-in and tax savings.

Ownership of the grain transfers at the time it is put on NPE (No Price Established).

If you plan to use grain to barter please give us a call and inform us prior to hauling the grain or tell us at the time of delivery so we can handle the bushels appropriately.

If you have questions please call Jesse Medlin or Felicia Costley at 417-682-5593.

Receive cash back on your purchase of the Trimble EZ-Guide 500 system



Brian Davidson

Precision Advantage Coordinator

1204 SE 5th Terrace

Lee's Summit, MO 64063

Cell: 816-585-6844

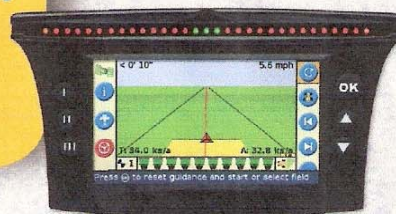
Email: bdavidson@mfa-inc.com



Don't miss the chance to pick up a Trimble® EZ-Guide® 500 system, and put some money back in your pocket!

Trimble has been increasing your productivity with EZ products since 1998, beginning with the AgGPS® EZ-Guide SL lightbar up to the current, industry-leading EZ-Guide 500 system. We're committed to using our more than **30 years** of industry-leading experience in the GPS business to develop innovative ways to strengthen your farming operations.

**EZ-Guide 500 system
with DGPS
US\$500 cash back**



Field-proven technology • Upgradable Accuracy • Two-year warranty



Trimble Agriculture. The line everyone follows.

The EZ-Guide 500 Cash Back Program runs from August 1 – October 31, 2010. The maximum cash back amount per customer is US\$5000. For more information visit www.trimble.com/agriculture/agpromotions/.

See your local Trimble dealer for complete program details. Visit www.trimble.com/locator or call 1.800.865.7438.

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A Better Way to Fertilize

By: Brandon Bruce –Agronomist for Western MO MFA Agri Services



In the January issue I wrote about the overall condition and the trend of our soil fertility. Let me quickly recap that article. I had compiled soil test data run thru the Adrian office from 2000 to present. The first being the tests from 2000 through 2006 and the second were tests from 2007 through 2009. I then looked at soil tests in the low to very low range. The results in the oldest group averaged 52% were low on phosphorous and 18% were low on potassium. The later group showed that 51% were low on phosphorous and 27% were low on potassium. On soil PH the oldest group had 29% below 6 and the most recent group had that percentage increase to 38%. Our MFA home office agronomy staff agrees that this is not just a local trend in our area, they are seeing this all across the area that they cover!

I'm sure that by now you are thinking that this is a fertilizer sales pitch but that is not my goal. My goal is to recommend that we develop a fertilizer recommendation based on all information available to us. The only true way to do this is based on current sampling, taken in an unbiased and random pattern, combined with yield data from each field.

The majority of combines running now have yield monitors in them, and I would like you to think about what that monitor is showing while you move thru the field. In my limited time spent in a combine, I have yet to see a yield monitor display a constant number. It is always moving around, and sometimes by a pretty good percentage. And as this is going on you are looking at the crop in front of you looking for the cause. Sometimes you see the thin stand, or that area that is always wet, or you may be in the thin ground that you took away from to fill in a ditch or build terraces. Often times though you are in the good dirt, maybe where the beans used to be 5 or 10 bushel better, or the corn is the same as it was years ago. You think about the cause, maybe insects or a disease. You know you are fertilizing the same as always, and you are using the best genetics, but still your yields just barely improve.

We all know that most fields have inconsistent soil types and yield capabilities. So could it be that most areas of the field are increasing slightly on yield as you plant better genetics in your seed, and the very best soil yields the same because the fertility has fallen off!!! In an attempt to increase the yields we put on more fertilizer and slowly the yields increase. But if you identify the low soil test areas, especially the ones that happen to be the best ground and fertilize it like it needs, then our seed genetics have the means to perform as expected, and just like the effect a few drowned out spots have on dragging your average yield down, now it goes the other way.

I have shown you all this to point out that while we continue to plant better genetics in our seed and expect more yield from every acre, the fact is our soil fertility is not keeping up with the demand. There is a lot of new technology being used that may, or may not make you money (yield monitors, auto steer and even internet on your cell phone) but we are neglecting the proven technology available to put each fertilizer dollar in the most needed spot. We don't always need to crank up the fertilizer rate to get the best return; we just need to apply it wisely. I would like to suggest that you have us soil test your fields in a grid sampling method and use variable rate application to apply your fertilizer and lime. Doing this will place the right amount of fertilizer where it is needed most, and not waste fertilizer in places that don't need it.

Your Western MO MFA Agri Services store has the equipment and expertise to do this with you. So while you are in your combine this fall pick out the fields to be sampled and contact your Western MO MFA Agri Services store to discuss how we can help you achieve your yield goals.





Western MO MFA Agri Services is offering you an...



Interest Free Fall Fertilizer Program

Western MO MFA Agri Services:

Lamar, Iantha, Irwin, Carytown,
Lockwood, Mt. Vernon

Take advantage of fall pricing on fertilizer. Any fertilizer applied in the fall of 2010, for 2011 crops, can be deferred interest free until Jan. 15, 2011.

Highlights

- Apply in fall, pay in January 2011
- 3% cash discount if paid at time of application
- Get ahead of the spring rush

Grain Office: 417-682-5593

Feed Store: 417-682-5300

Iantha Bulk Plant: 417-682-2037

Irwin Bulk Plant: 417-884-2474

Carytown: 417-394-2435

Lockwood: 417-232-4516

Mt. Vernon: 417-466-3752



A brand new brand in your local cooperative

Herdsman is built for quality and affordability

Call it the power of negotiation. Call it cooperative tradition. Or, just call it Herdsman. Five regional cooperatives have joined forces to bring a new brand of farm supplies to their customers. The idea, according to Ron Utterback, vice president of Crop Protection, Farm Supply and Seed for MFA Incorporated, is to build a line of farm products that bring high quality to MFA customers at an affordable price. "Our focus is to deliver products that farmers know will perform and that we can stand behind," he said.

"We are five cooperatives working together as a group," said Ben Murray, MFA Farm Supply manager. "We introduced Herdsman and the buying group so that we could approach various manufacturers with the criteria we believe will make sound and affordable products."

By pooling our resources, Herdsman can set higher standards for products and better negotiate with manufacturers. "If manufacturers can meet Herdsman criteria, the buying group will offer the product under the Herdsman label," said Murray.

The Herdsman brand was conceived by farm product buyers at Tennessee Farmers. Participating cooperatives include: Tennessee Farmers, Alabama Farmers, MFA Incorporated, Heritage Trading and Intermountain Farmers Association.

The first products offered under the Herdsman label will be barbed wire and field fence. Look for these products at your local cooperative this summer.

"While we're starting with fencing, the plan is to let our customers see the quality of the product. As we see the benefits of our pooled buying power and talk to more manufacturers about the concept, we'll bring additional products to the Herdsman lineup," Murray added.

Farm supply buyers at agricultural cooperatives are a skeptical bunch.

(Continued on page 11)



Are You Ready?

By: Paul Acton - Livestock Specialist with MFA

It's an annual event this time of year. Babies are separated from their mothers, trucked a distance, unloaded in a strange environment, commingled, given strange food and all in all stressed. The mothers bawl and the kids bawl but hey, that's the first day of kindergarten for you.

This scenario happens in another instance as well but this time the juveniles are of the bovine variety. There a lot of similarities in the two operations but one of them can have an expected 1-3% death loss. Do you know which one it is? I'll give you a hint....it's the one that possibly may involve dehorning and castration.



Even with 600cwt calves bringing \$1.25, margins as you know, are still tight for the cow calf operator so losing a calf is of significant consequence. We won't accept any mortality in kindergartners so why should we accept any in our calves in similar situations and why do we have calf mortality?

We have calf mortality mostly because of stressed induced disease pressure. Primarily pneumonia, also known as shipping fever, is the primary culprit. Can this issue be resolved? Yes it can be. According to our Health Track records, calves in the Health Track program have a less than one percent death loss and that includes calves that were hit by lightning, four wheelers, stuck between rows of round bales much to the delight of buzzards and other means of accidental deaths.

The palatability and nutrient levels in Cattle Charge are specifically designed for high stress periods and it makes an excellent creep feed with conversion rates of 4-5lbs of feed per pound of gain.

Why do we see these results? Proper vaccinations combined with nutrition. One won't work without the other. We won't send a kid to school without a regime of mandatory vaccinations and the same should be true for our calves.

These vaccinations should include IBR, BVD, PI3, Blackleg, Haemophilus Somnus and the Pasteurellas along with their appropriate boosters. Ideally, these vaccinations would be given two weeks apart and at least two weeks prior to weaning. At the very least I'd like to see the boosters given on the day of weaning. Understandably, we don't live in a perfect world where the castration and dehorning takes place in the first couple of months of life and the vaccinations may come post weaning but one factor that we can control with a minimum of management expenditure is the nutrition level of the calves pre and post weaning. Without proper nutrition no vaccine has a chance of working properly.

When I use the word 'nutrition' most people will think of words like 'protein' or 'energy'. When discussing pre weaning calves these terms are important but in this time frame I am thinking less of gains and more about stress and how it affects the immune system.



All the immunities that we develop begin in our bone marrow. It's the same for cattle. The key components for developing a strong immune response are the macro minerals Copper and Zinc delivered in proper balances. To a lesser extent Vitamin E and Selenium work in conjunction with these to help the body build antibodies that attack specific disease challenges.

(Continued on page 9)

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.

Are You Ready? (Continued from page 8)

The calves have to have these in proper quantities and far enough ahead of a disease challenge above all and foremost for all of our other expectations like health and gain to fall in place. You can't have one of those without the other and they all begin at the molecular level. Delivering these nutrients as well as others has been the backbone of the Health Track program and given it a statistical advantage over mortality as well as profit making gains.

In a perfect world, I would like to see some feed presented to the calves in creep feeders at least two weeks pre weaning but with the moisture and grass we've been blessed with most calves will probably be introduced to feed on their first day of kindergarten. Two factors come into play with this first feed bunk, palatability and nutrient density.

Palatability is foremost because if they won't eat we lose. At MFA Cattle Charge is the product of choice in this situation. The palatability and nutrient levels in this feed are specifically designed for this high stress period and it also makes an excellent creep feed with conversion rates of 4-5lbs of feed per pound of gain. When weaning calves I can't express enough how good Cattle Charge is for at least two weeks post weaning. It literally saves lives and makes money.



Prior to or two weeks post weaning MFA makes products such as Beef Creep Bt36 or Trendsetter Developer that make excellent choices for keeping calves ramped up and gaining. If you mix and grind your own feed we can provide you with the right supplements to make a balanced ration that will address these calves properly but I still recommend Cattle Charge in the bunk during the weaning process. It's that good. When they make that lap around the pen and find it in the bunk the bawling stops because they will stop to eat.



So, are you ready? We all hear about the high priced calves but the price spread in quality is greater than ever so it pays to have your bulls be steers(even in a bull market) and to have your calves weaned and back-grounded. A \$15.00 spread on a 500lbs calf is \$75.00. If you spend \$7.00 on vaccinations the \$68.00 dollars that is left over will buy that calf a lot of feed and the feed will be paid for by his weight gain so that extra money is put into your pocket. Add in the **FREE Health Track tags** and you have just developed your own program for your calves to bring in a premium.

To participate in Health Track:

- Cattle must meet source and age requirements
- Nutrition requirements include feeding Cattle Charge for the first 14 days post weaning and include an MFA product for the remainder of the 45 day back-grounding period
- Cattle must meet minimum weaning and preconditioning requirements such as the 45 day minimum time period before cattle can be sold.
- Cattle must have the required vaccinations at the labeled intervals to participate.
- To learn more about Health Track and to get more details contact your local Western MO MFA Agri Services location.



Herdsman is built for quality and affordability *(Continued from page 7)*

Each year these buyers analyze hundreds of new and existing products. Part of that analysis focuses on selecting products and tools that meet the tough on-the-job needs of farmers. Part of the buyer's natural skepticism will benefit Herdsman. The product must meet quality standards in order to earn the label.

For Murray, the idea is as simple as the cooperative movement. He said that the beginnings of his own cooperative reflect the Herdsman philosophy.

"About a hundred years ago, MFA was born from a group of farmers who brought together their bargaining power to get a better price for delivery of baler twine. Herdsman is a group of cooperatives that have joined together to better negotiate with manufacturers. Working together through the Herdsman label, we'll be able to source high-quality products at quantities large enough to keep the manufacturer's price in check. The idea behind Herdsman is to pass that quality on to our customers at excellent prices. It will take time to establish the brand, but we want Herdsman to be the obvious choice for buyers who demand quality but need reasonable prices," said Ben Murray.

CORN PILE 2010 By: Jesse Medlin



What started out to be one of the easiest fills we have ever had on a corn pile went down hill with an unexpected 4 to 5 inch rain. But as always our group came together and got it dried out, finished filling it, and got it tarped before we received any additional rain.

A special "Thank You" to everyone that helped make this possible.

Pictured below:
Filling the 2010 corn pile.



Pictured right:
The crew takes a short break and enjoys pizza before heading back to work.



Pictured above:
On the count of three... PULL



Pictured below:
Owen, Felicia, and P.J. Hampton supervise.



Pictured above:
Rain started falling just as the crew finished tarping the corn pile.

2010 LAMAR FAIR

We wish to say thank you to all the customers that chose our feed for their show animals. I think we had a very good showing in percentage using our products. As in the past we tried to spread our advertising money around as best we can. Here is of a list of animals we either bought or shared in buying.

Jade Morgan – Grand Champion steer - shared with Mo-Kan Livestock

Victoria Carter – Lamb – shared with Nance Auction Service

Jerica Stahl – Goat

Brett Faubion – Goat - Nance Auction

Allie Schiltz – Steer

Hannah Moyer – steer - shared with What-a-ya-bid Auction



We did have the trailer at the livestock tent again this year and we thank everyone who helped make it a success.



Above: Brandon examines some of the livestock on display.



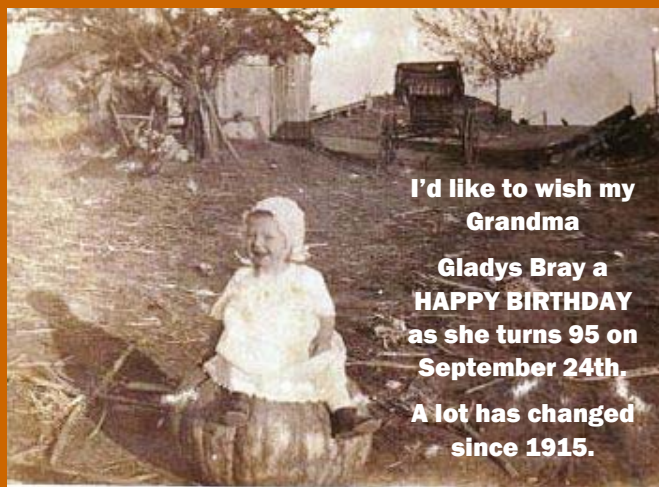
Right: Jesse poses with the winners of Grand Champion Steer.



Above: Our own Colonel Brandon Bruce in action taking his turn as auctioneer at the sale.



Missouri wheat harvest about 1915.



I'd like to wish my
Grandma
Gladys Bray a
HAPPY BIRTHDAY
as she turns 95 on
September 24th.
A lot has changed
since 1915.

This 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 e-mail ddehart@mfa-inc.com.



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Mt. Vernon: 417-466-3752

HAPPY HARVEST

Visit us on the web at www.lamarmfa.com

