

## Board of Directors

Rick Matt / Pres	Clermont
Ron Balek / VP	Manly
Jim Jorgensen / Sec	Rudd
Brad Brownell	Westgate
Steve Fullerton	Rockford
Jerry Jellings	Oelwein
Dennis Meyer	Northwood
Karl Benjegerdes	Manly
Rodney Shaffer	Arlington
Mike Staudt	Floyd
Jim Trainer	Northwood
Rick Willert	Rockford

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## Building on the Legacy

A letter to members from Board Chair Rick Matt and CEO Kent Appler



"It just keeps getting better." That is how we recently answered a question from a member who was wondering how things are going with Viafield. Now that we have our first year in the books, we think that describes the past twelve months pretty well.

The rich history of your cooperative dates back to over a 100 years ago, and our first annual report, appropriately titled "Building on the Legacy," provides members with a summary of what we've done this year to "keep getting better" at providing you with the products and services you need from your cooperative.

Combining three companies was bound to present challenges. One of the biggest was determining where to best spend our time and resources, with service to members as the number one goal.

Much progress has been made to upgrade facilities and improve how we serve you. At this time a major expansion is ongoing at the Elgin feed mill, we have upgraded rail lines at our Rudd and Marble Rock facilities, and added a new UAN (Urea-Ammonium Nitrate) facility in Marble Rock. More

details on these improvements can be found in the annual report available at any Viafield location. Although these improvements will aid in customer service, it's our employee team that delivers on our promise. Our team of 153 employees has become more specialized since our unification in September of 2010. As a cooperative we understand our customers have specialized needs for their businesses. To better meet these needs our team members within each business division can provide expert advice on products, services and trends within agronomy, energy, feed and grain. Providing specialists for your business' needs is one of the many ways we are growing with you.

A new era in agriculture has begun and, like our customers, your cooperative has seen new developments in technology and strategies for success. While these advances have presented unique challenges for Viafield, we are confident we can meet those challenges.

*Inside this newsletter you will find a short summary of Viafield's 2011 accomplishments. Behind the highlights lies an inspiring story that began over 100 years ago when dedicated, hard working people invested their meager earnings and their precious time into building a dream. They embraced the cooperative spirit and forged a path for their successors to follow. Today, we celebrate that dynamic history and look forward to building on the legacy.*

# Viafield Sponsors Ag Expo - Doug Prohaska to Speak

The 2011 Ag Expo at the Cedar River Complex December 6 - 7

Osage, Iowa – On December 6 and 7 the Cedar River Complex will set the stage for the 2011 Ag Expo presented by your cooperative, Viafield, the Corporate Farmer and Three Eagles Communications. The event will shine a spotlight on agriculture in northern Iowa and southern Minnesota and will give patrons a chance to see new strategies and equipment used for agriculture in the area. This event is FREE to the public and will feature a FREE lunch both days.

Viafield's presence at the event will come in many forms. Our Agronomy, Energy, Feed, and Grain Teams will all be present to visit with attendees. Displays will showcase your cooperative's products and services and will feature a few pieces of equipment that Viafield offers to customers.

## Stop by Viafield's booth to register for the following prizes:

**Agronomy** - Five gallons of Interlock Chemicals from Winfield Solutions™

**Energy** - Four \$50 energy gift cards to be used towards any Viafield energy product

**Grain** - Waive minimum storage on 5k bushels of corn or 2k bushels of soybeans delivered to any Viafield Grain Location for new crop 2012



Doug Prohaska  
FCStone

## FCStone's Doug Prohaska to Speak about 2011 Grain Market Trends

With increasing volatility in the market, making the right decisions concerning your grain can be a tricky. Viafield has invited veteran commodity risk manager, Doug Prohaska, to give patrons to the Ag Expo a look into the grain marketing trends. This FREE presentation should help you better understand risk management strategies and the grain market in general.

### Doug's Background

As a veteran commodity risk manager, Doug has been embedding optionality into commercial grain contracts for 20+ years. Additionally, he manages commodity risk for the grain consumptive markets like feeding and milling operations. Today, Doug works for INTL/FCStone, LLC, specializing in customized risk management products for national and international customers.

We invite you to listen to Doug's presentation at 11:00 a.m. on Tuesday, December 6, during the Ag Expo. He'll answer your questions following his presentation.

# Protect Your Engines With Advanced Winter Fuel

## Premium Diesel Fuel - Cenex Wintermaster

It's time once gain to take steps to protect your diesel-powered equipment from harsh winter weather. Cenex® Wintermaster® Winterized Premium Diesel Fuel is exactly what you need. Wintermaster allows diesel-powered equipment to operate under extremely cold conditions — as low as -30 degrees F — and provides improved protection of vital engine parts. In fact, Wintermaster provides up to 5% more power and better fuel efficiency than other No. 1 blends.\*

Plus, like all Cenex premium diesel fuels, Wintermaster was recently enhanced with a special additive designed for new diesel engines. This advanced additive helps prevent common problems associated with using standard diesel, including injector failure, clogged filters, reduced efficiency, power loss, poor starting, costly repairs and even engine failures.

### Cenex Wintermaster benefits include:

- Advanced performance additive for extreme-low-temperature operability, to -30° F.
- De-icers and demulsifiers to reduce moisture related problems
- Improved fuel economy by as much as 5%
- Improved power up to 5%
- A high cetane number, typically 48, for quicker, more fuel efficient starts.
- Aggressive detergents that clean the fuel system and maintain clean injectors for optimum engine performance
- Superior lubricity for longer injector and pump life, and reduced maintenance costs.
- Fuel stabilizers to reduce gum and varnish buildup
- De-icers and demulsifiers to reduce moisture-related problems

*\*Actual results may vary based on equipment and operating conditions.*

# 2011 Annual Report Highlights

A short summary of the 2011 Viafield Annual Report

## Agronomy

- Custom applied 410,364 acres and 55,000 tons of plant nutrition to help our farmers
- Constructed a state-of-the-art UAN liquid fertilizer facility at Marble Rock
- Invited producers to Answer Plot® Events where experts from Winfield Solutions provided leading information on crops

## Energy

- Sold 12,985,195 total energy gallons including Cenex Store and card trols
- Provided 7,973,012 gallons to farm and commercial accounts with our six tank wagon trucks and two refined fuel transports
- Sold 3,316,594 gallons of propane
- Clermont Cenex Store earned the Circle of Pride Award for exceptional customer service from CHS

## Feed

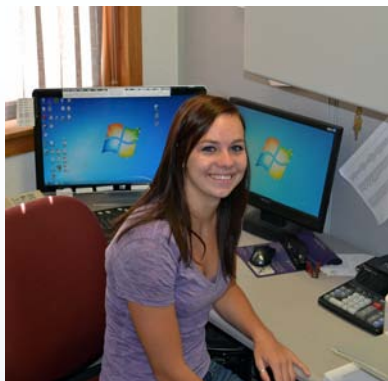
- Sold 152,200 tons of feed
- Increased production at Rudd nearly 150 tons per day
- Broke ground on mill expansion at Elgin that will nearly double manufacturing capacity to over 1,000 tons per day
- Earned Hazard Analysis Critical Control Point (HACCP) food safety certification at our Elgin Feed Mill
- Hired a Livestock Production Specialist to serve the western part of Viafield's service territory

## Grain

- Sold 43.6 million bushels of grain
- Expanded grain capacity to nearly 26 million bushels and gained access to four railroads and the Mississippi River
- Constructed rail load expansion at Marble Rock that allows 30 rail cars to be loaded in about six hours
- Upgraded grain leg and receiving pit from 2,500 bushels an hour to 7,000 in Maynard
- Partnered with FCStone, to bring producers programs to mitigate risks in a volatile market

## Growing Opportunities Extended to Accounting Interns

Q and A with Accounting Intern Sara Eggena



Every year Viafield has the privilege to work with young people as interns. Sara Eggena is one of those individuals. She is one of six summer interns who will be featured in *Connections* throughout the year.

### Can you describe some of the jobs you have been doing during your internship?

As part of my internship I have entered fuel logs, company expenses, scanned documents and worked with the accounting team on the budget.

### Where would you like to be and what kind of work would you like to do after college?

I would like to stay in Iowa after I graduate. Although I'm not sure which career field I want to pursue after I graduate.

### What inspired you to choose a major in a business related field?

When I decided to attend the University of Northern Iowa (UNI) it seemed like an obvious choice. UNI has a great business program and I wanted to be a part of that.

### What have you enjoyed about the Viafield Internship Program?

I always enjoy meeting new people and working on new challenges. At Viafield I have had the opportunity to work with Oakland (accounting program) and gain experience that can translate into the real world.

### How have you benefited from having Laura Boyd and Kendra Solomon as mentors?

Laura and Kendra have taught me a lot about team work. As a team we all depend on each other to get things done and the accounting team at Viafield is no different. It was also very valuable to see what a work place atmosphere is like and see how operations are run in a cooperative.

Looking for a 2011 summer internship? Contact Human Resources Team Leader Anne Benning at [abenning@viafield.com](mailto:abenning@viafield.com) or 641-315-2515



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## Connections

November 2011 Issue

In this Issue

- Building on the Legacy - 2011 Review
- 2011 Ag Expo Information
- Cenex Wintermaster - Product Spotlight
- 2011 Annual Report Highlights
- Accounting Intern Spotlight

**Look inside for  
more information!**

**Check us out at the  
Ag Expo**

December 6-7 at the Cedar River  
Complex in Osage, Iowa - page 2

[www.viafield.com](http://www.viafield.com)