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Viafield Senior Team Earns 25 Year Watches

CHS awards three members of the Viafield team for 25 years of service.



From Left: Kent Appler (CEO), CHS CEO Carl Casale, Steve Bodensteiner (CFO), and Warren Fisk (COO)

ST. PAUL, Minn. – Kent Appler, Chief Executive Officer, Steven Bodensteiner, Chief Financial Officer, and Warren Fisk, Chief Operating Officer, of Viafield, were honored by CHS for contributing 25 or more years of

service to strengthening and growing producer-owned cooperatives.

Appler, who has been a part of the cooperative system for 25 years, previously was general manager of Northeast Iowa Co-op, based in Clermont, Iowa. Bodensteiner, who has been a part of the cooperative system for 26 years, previously was general manager of Farmers Cooperative, Marble Rock, Iowa. Fisk was previously general manager of Progressive Ag of Northwood, Iowa.

All three were recognized at the CHS Annual Meeting held in Minneapolis (Minn.) Dec. 2-3, 2010.

Updates from the Senior Team

2011 is here, and it's time for an update from the Team Leaders at Viafield.



Bill Hayes

Feed Business Update

Whether you have dairy, beef or swine, the Viafield Feed Team can help you develop a feeding program

to meet your growth and production goals. Working with you on your farm, our six nutritionists can help you with ration formulation, benchmarking and improving feed efficiency.

Meet the Viafield Feed Team

Lynn Bleuer, Dairy Production Specialist • 563-650-1983 • jbleuer@landolakes.com - A 2004 graduate of Iowa State with a B.S. in Animal Science, Lynn has worked with feed since graduation. "It's all about rations," she says. Lynn's goal is to get the right combination of feed to improve your dairy production.

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L to R: Dan Franzen, Jerry Cole (inset), Lynn Bleuer, Sharon Green, Steve Woods (inset) and Mike Kirby.

Jerry Cole - Swine Production Specialist • 563-920-7481 • jfcole@landolakes.com - Jerry does close out programs, sets up budgets, and reviews performance financials with producers. His 37 years of experience working with swine producers – 16 years with the cooperative system, 15 years with Cargill, and 6 years as an SPS - has made Jerry a valued asset to the Viafield team.

Dan Franzen – Dairy Production Specialist • 563-380-7473 • dgfranzen@landolakes.com - Dan can help you improve your cows' feed

efficiency. "We want our customers to be as economical as possible and meet production goals," says Dan. Dan was hired in 2001 as a Dairy Production Specialist for Northeast Iowa Co-op. Prior to that, Dan had more than 11 years experience as a Dairy Nutritionist.

Sharon Green - Dairy Production Specialist • 563-568-8742 • scgreen@landolakes.com - Sharon has a B.S. degree in Dairy Science and Agronomy from Iowa State. She puts together nutritional diets that provide results for your calves and cows. With the size of operations getting bigger for farmers and cooperatives Sharon has the experience to meet farmers' ever changing needs.

Mike Kirby – Beef Production Specialist • at 563-419-9522 • mkirby@viafield.com - If you succeed we succeed. Mike has taken this motto to heart and has always tried to make farmers as profitable and productive as possible during his 20 years with co-ops. He provides feed rations, projections, and break even analyses to beef producers.

Steve Woods – Swine Production Specialist • 563-380-4379 - Steve works with producers to make sure they get the most out of their facilities. Keeping buildings full is a challenge that Steve enjoys. Marketing skills, his knowledge of input costs and his 35 years of experience make Steve a great advisor to swine producers.



Mike Harden

Agronomy Business Update

I would like to wish everyone a good 2011. As we start the New Year, it is setting itself up to be an interesting next couple of months. With the grain prices at the current level, the impacts are food prices, inputs and other areas. We are offering pricing for the 2012 year for those of you that would like to lock prices in. Our Agronomy and Grain Team will be

glad to work with you to cover these input costs and lock in a profit for the 2012 year.

An update on the expansion of the liquid fertilizer plant for Viafield at the Marble Rock location:

Everything is going as expected, with the first 500,000 gallon tank being complete by the middle of January. The second tank will be completed by February 15th, and product will be in the tanks by March 1st. The remaining 2 Million gallon tank will be completed in early spring. Phase 2 will start by mid-summer and finish in late fall. With the completion of this project, your cooperative will be able to better serve your future needs.

In today's environment, availability becomes more of an issue than at any other time in history. We truly

are a world market whether or not we like it. An example of this can be seen in China. The Chinese use more fertilizer than the U.S., and most is spread by hand. As China becomes more efficient, their internal demand will grow, increasing the importance of our liquid fertilizer plant.

"its good to position ourselves to be long term players in the future."

It is our goal to position ourselves to be long term players in the future. We can only do this with the support of our members.

I would like to close with thanking you, our loyal customers, who have supported Viafield during these first few months of business. I look forward to continuing to build our relationship in 2011. Please contact me or our Agronomy Account Relationship Managers with any questions.



Mike Kuboushek

Energy Business Update

It's that time of year again, when a lot of customers are starting to ask, "What are fuel prices going to do?"

Well, I wish I knew... Life would be much easier (but not nearly as interesting), if a person knew exactly what to expect. I do however have the opportunity to communicate with people that watch the market almost constantly, and I will share some of their insight in this article. History would tell us that the best

time to purchase fuel for spring would normally be in January and February. After March 1st we usually see the market start to climb in anticipation of the approaching spring season. Retailers are saying that holiday spending was not great, and consumer confidence is not very high at this time. And then there's China. China has been taking measures to try to slow down their economy as they are currently experiencing over 7 percent inflation. In the past 2 to 3 months China has raised their interest rates more than once, while also putting more pressure on the banks to increase reserves. If China was to slow down their economy, I would expect crude prices to drop somewhat.

On the other hand, the U.S. is trying to keep interest rates down to speed up our economy. As you are also probably aware, the value of the dollar is low as it relates to foreign currency such as the euro. This makes crude oil cheaper for other countries and more expensive for the U.S. Then, there's the media. It seems that once they start talking \$100 crude it just

sort of becomes reality. I'm sure you have all heard the whispers of \$4 gas by summer - or even worse. Bottom line is that as long as the value of the dollar stays low, crude will stay high. Are we at the top of the market? Or is this going to be a steady climb upward in 2011?

The best advice I can give is to do what makes you the most comfortable. If you want to lock in your fuel as well as your other inputs at a level you can live with, then take a look at our **Fixed Price Spring Diesel Contract**. If you want to protect against any further moves up in the market, and still take advantage of a lower price this spring, than take a look at our **Max-Price Diesel Contract**. It combines a locked in price, along with some downside protection.

Again, I don't think anyone knows for sure which way the market will go, but be assured, the Energy Team at Viafield is here to help in any way we can.



Brad Foster

Grain Business Update

I hope this article finds you happy, healthy, and enjoying the start of a new year. The grain markets ended the year with a bang, and will

Importance of Risk Management

Volatile markets appear to be norm in 2011

probably be volatile until we know if the 2011 crop will get planted in a timely manner here in the United States. How the harvest season progresses in South America will also play an important role in what the markets here do.

I am writing this article ahead of the January crop report, so I will not venture to guess how those numbers will shake out. Something I will say is that the markets will likely stay unpredictable in 2011, making risk management extremely important to the profitability of your operation. **Please contact any of our grain locations or our relationship**

managers to discuss how we can help take some of the risk and stress out of your business.

Grain Marketing Relationship Managers

Brad Foster
Manly - 641-420-5685

Billy Folkerts
Carpenter - 641-736-4818

Dave Quisley
Northwood - 641-324-2753

Rich Bishop
Maynard - 563-637-2285

Bill Dolan
Marble Rock - 641-315-2515



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News from the Feed Team:

- Contact your Viafield nutritionist for details about a Rangeland® tub and mineral discount program that will be offered in February.
- A “by invitation only” Calf Wise™ calf and heifer raising seminar will be held January 17. If you’re interested in attending, please contact your Viafield dairy nutritionist.



Land O' Lakes Purina Feed



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