



Customer One
Cooperative

Farm • City News

A Newspaper From Your Cooperative

Edgar • Marathon • Merrill

June, 2003

Congratulations 2003 Customer One Cooperative Scholarship Recipients



Emily Clare Jackson

Customer One Cooperative is pleased to award \$500 scholarships to four local students.

Selected to receive scholarships were: Patrick King, Emily Clare Jackson, Kelli Larsen and Sara Nielsen.

Patrick King

The son of Mike and Linda King, Patrick is a spring graduate of Edgar High School.

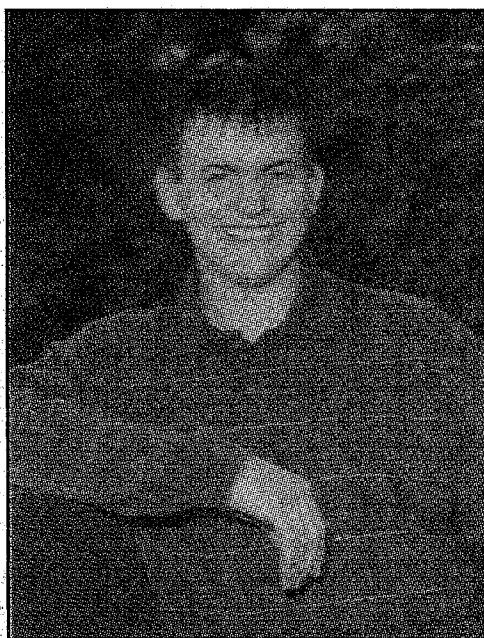
He has been very active as a member of the Wien Wildcats 4-H Club and has also been very active in FFA. He is a honor roll student.

Patrick plans to attend Wisconsin Indianhead Technical College in New Richmond, WI and study agricultural and power equipment. He has already begun his studies with this school by taking a Dairy Herd Management class via the Internet.

Emily Clare Jackson

The daughter of Judy Jackson of Stratford, WI will graduate this spring from Stratford High School.

As part of the PALS tutoring program, she helped host a lock-in that promotes safe decisions, taught fifth



Patrick King

graders about animal sciences for Agriculture Awareness and for two years participated in Safety Day teaching fire safety and animal safety.

She was an A honor roll student all four years of high school.

Her first choice for her continued education is Tri-County Technical College in South Carolina where she would study Veterinary Technology.

Kelli Larsen

The daughter of Harry Larsen of Edgar will graduate from Edgar High School.

Kelli has a long resume of high school activities that includes participation on school council, the Edgar



Sara Nielsen

Theater Company, FFA and the Big Buddy program. She has been very active in 4-H. She is president of the Marathon County Horsemasters and active in other State and local horse related organizations.

Kelli will continue her education at the National American University in Rapid City, SD where she will major in applied business management with an equine emphasis.

Sara Nielsen

The daughter of Todd and Evelyn Nielsen of Wausau will graduate from Wausau West High School.

She has been a "Link Crew" leader and commissioner, Peer Leader Helper



Kelli Larsen

(assisted with tours to incoming students), Spanish club where she made a trip to Spain, National Honor Society and other school and community activities.

She has been an academic award recipient every year and will graduate in the top 10% of her class.

Sara will attend the University of Minnesota in the Twin Cities where she will be enrolled in the College of Agriculture, Food and Environmental Sciences.

Congratulations to each of these students on earning this scholarship award and we wish them the best in the future fields of study.

Merrill C-Store Earns Cenex Pride Award

Customer One Cooperative's C-store in Merrill has earned a Circle of Pride award presented by CENEX.

This award was presented to only 126 of 750 convenience stores handling CENEX brand products located throughout the United States. It recognizes stores for outstanding customer service, cleanliness appearance and proper implementation of required CENEX identification elements.

The recognition is based on inspections conducted by a mystery shopper who visits each of the stores. Stores must receive a score of 98% or higher on the evaluation and meeting the CENEX identification standards.

The Board of Directors and management of Customer One Cooperative have spent considerable time evaluating your Cooperative's credit policy and administration of credit. We have made some changes in how we administer account collection.

Why is there need for change? There are several reasons:

- Our customers and their operations have rapidly changed.
- Economic factors can drastically affect a geographic area and certain industries.
- Changes in credit and consumer law can have an impact on how we administer credit.

Any time we charge to a customer, we are taking a risk. The risks being that here is a possibility that the customer will not eventually pay us for the product.

We go to great lengths to minimize this risk. (Credit applications, credit bureau reports, references and other research). But there is still risk.

This risk today though has become much greater than it was in the past due to reasons discussed earlier and also the size of many of our customers.

In the past, we did not become too alarmed if an account from time to time was past due by 30 or even 60 days.

Effective immediately, we will

be tightening our administration of credit.

As we think about our customers' needs and minimizing risk to your Cooperative, any account balance remaining unpaid by the due date shown on the statement will be considered past due and you will pay a FINANCE CHARGE on such past due balances.

We also will be sending our first letter notifying you of the past due account. If the balance in your account remains unpaid for an additional thirty (30) days past the due, your credit privileges will be terminated immediately without notice to you and any further purchases shall be on a cash basis only.

There are many new services available from corporations that specialize in credit. We accept Farm Plan, MasterCard, Visa and several other credit cards.

It has become evident to our Cooperative that one or more of these corporations are going to be better at providing many of our customers the credit programs they need at a competitive price. This will allow our Cooperative to put our efforts toward doing what we feel we do best, providing the best products and services at a competitive price.

Customer One Cooperative is committed to meeting our customers'

needs and adapting to their changing needs in the future.

If you are one of our patrons who is never late with you payment, thank you, thank you, thank you.

If you are one who is occasionally or regularly late with payments, please address this issue.

If you have questions regarding this or suggestions on credit administration, please call Bob Dinkel at 443-2241, or contact any Customer One Cooperative board member.

Thank you for your patronage.

Focus On Consumers Cooperative Exchange

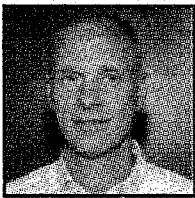
Like most feed stores and farmers' cooperatives, the seeds from which Consumers' Cooperative Exchange in Merrill grew were planted years ago by the members of the old Societies of Equity.

It had always been the policy of the old Equity to encourage and promote the formation of purchasing cooperatives as well as producers' cooperatives for farmers. This policy had re-

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From The Desk Of The General Manger--

As an organization, Customer One Cooperative has grown dramatically over the past few years, as we've worked to build the size and scale necessary to effectively deliver value to members and customers, as well as to remain competitive in today's increasingly challenging economic environment. Yet, with growth comes challenges ... the biggest of which may be to maintain the grassroots feel, trust, understanding and participation that makes all cooperatives different, and the best cooperatives unique.



Bob

Cooperative Principles

• Voluntary and Open Membership

Anyone can join a cooperative, regardless of his or her gender, race, social position, and political and religious affiliation. People just have to be willing to accept the responsibilities of membership and do their part.

• Democratic Member Control

Members of cooperatives actively participate in setting their policies and making decisions. People serving as elected representatives are accountable to the membership.

• Member Economic Participation

Members of cooperatives contribute equally to, and democratically control, the capital (money and other resources needed for the cooperative) of their cooperative.

• Autonomy and Independence

Cooperatives are controlled by their members. If they enter to agreements with other organizations, they make sure that they do not lose any of that control.

• Education, Training and Information

Cooperatives educate and train their members, elected representatives, managers, and employees so they can help with the development of their cooperative. They also inform the general public about the nature and benefits of cooperation.

• Cooperation among Cooperatives

Cooperatives best serve their members and strengthen the cooperative movement by working together through local, national, regional and international structures.

• Concern for Community

Cooperatives work for the sustainable development of their communities through policies and financial support to groups.

The Company sales are up \$491,000 from the same time last year. Sales are up because of higher petroleum prices at the pump and bulk routes. The convenience stores are doing well; Edgar and Merrill continue to have good sales for the cooperative. In conclusion, we feel good about the transformation your cooperative has made and are confident we will achieve our business goals for the year. Thank you for your support this year. Thank you for the role each of you play in helping our cooperative system meet this challenge.

--Bob Dinkel, General Manager

MARKET CONSIDERATIONS

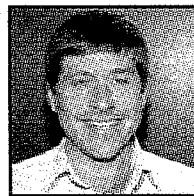
By Randy Riehle

Marketing milk over the last couple of years has been frustrating and generally unprofitable for the dairy producer.

What can we do to protect ourselves from this roller coaster market we face day after day.

It is important to understand what your cost of production is and to contract a portion of your milk when we get spikes in the market.

This happens quite frequently, so



Randy

prepare yourself to contract portions that are profitable to you in 10% to 20% lots. This will allow you to contract another portion of your production when there are upswings in the market.

Keep in mind that you may not get the highs, but it will prevent you from the low prices we have experienced over the last couple of years.

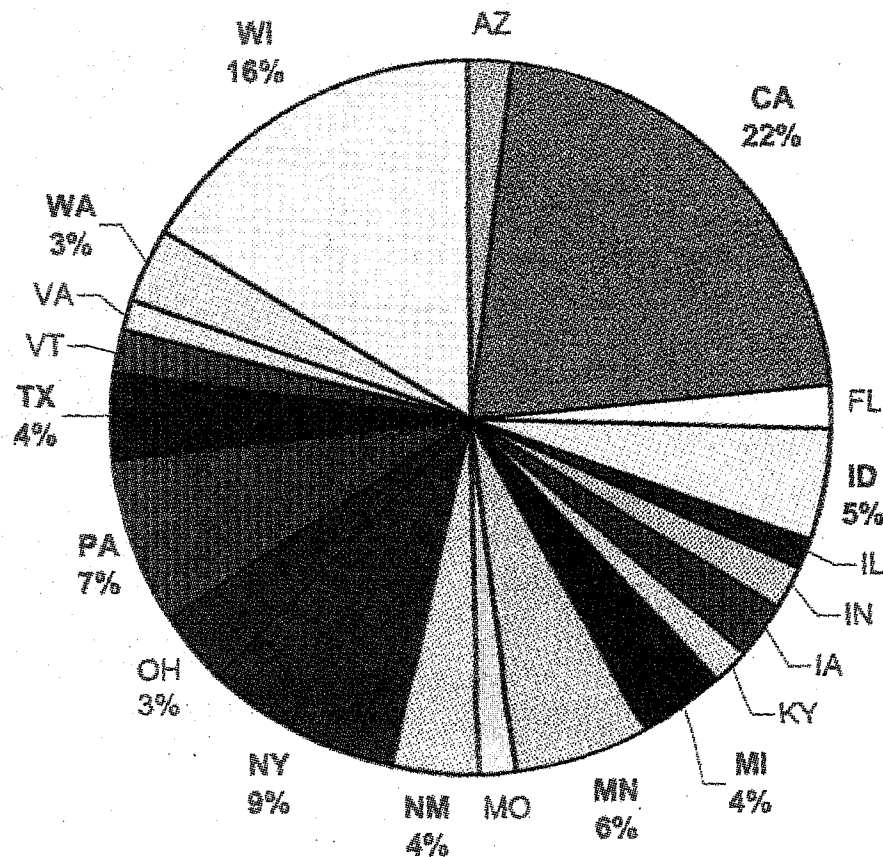
A wise old saying is, "You will not go broke if you make a profit."

Several milk factories have programs available for contracting milk. Contact them and ask what they have to offer. Please feel free to give me

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Percentage of Cows on Farm by State

(using 20 state data)



Most Current USDA S/D and Crop Production Report

The report looks neutral-easier on everything.

USDA Grain Ending Stocks (In Millions)

	USDA May 2002-03	Average Estimate	USDA April 2002-03	USDA May 2003-04	Average Estimate
Wheat	448	459	445	511	575
Corn	1,059	1,007	1,009	1,304	1,116
Soybeans	135	130	145	245	224

USDA World Grain Production (In MMT)

	USDA May 2002-03	USDA April 2002-03	USDA April 2001-02
Argentina Wheat	14.5	12.5	15.5
Australia Wheat	26.0	9.5	24.85
China Wheat	87.0	91.0	93.87
EU Wheat	101.0	103.32	91.2
Canada Wheat	24.0	15.7	20.57
China Corn	122.0	125.0	114.09
Argentina Corn	16.0	15.0	14.4
S. Africa Corn	9.0	9.0	9.7
Brazil Corn	37.5	37.5	35.5
Brazil Soybeans	51.0	51.0	43.5
Argentina Soybeans	35.0	35.0	30.0

USDA Wheat Production (In Millions)

	USDA 2003-04	Average Estimate	USDA 2002-03 Final
All Winter	1,563	1,582	1,143
Hard Red Winter	942	950	.609
Soft Red Winter	372	.394	.332
White Wheat	250	.239	.201
All Wheat	2,113	2,132	1,616

USDA World Carryover (IN MMT)

	USDA 2003-04	April 2002-03
Wheat	134.5	167.5
Corn	91.7	105.7
Soybeans	30.96	32.3
Soymeal	4.21	3.9
Oil	2.09	2.46



Savings At The Pump And More Inside.....

...when you use the Cenex Credit Card at Customer One Cooperative. Convert your local account to the Cenex Credit Card and save. Use the card Friday through Sunday at any Customer One Cooperative location through July, 2003 and save on every gallon...3¢ at the pump and 5¢ inside!

The more you use the Cenex Credit Card in July, the more chances you have to win one of four exciting weekend prize package. Stop by your Customer One Cooperative C-stores in Edgar or Merrill or by our station in Marathon to learn all the details.

Dairy Market

(Continued From Page 2)

call and I will be happy to provide information on what the market is doing and give some insight as to why the market is where it is.

Included in this newsletter is an informational report consisting of April 2003 milk production, cow numbers and milk production per cow. These numbers are disclosed monthly and can be very beneficial in the decision making processes of your operation.

These reports are available generally in the second week of each month. If you would like more information about them, please call.

Current grain markets for both old and new crop corn and beans look appealing at this time. Cash beans at harvest appear to be the best we have seen in some years.

The last USDA report for a tight old crop revealed 135 million bushels. This report together with the port problems in South America has firmed

up the markets allowing for opportunities to contract at profitable prices.

Corn also demonstrated significantly lower stocks from the previous year. Export business for these products continues to be good which will keep markets firm.

Again, if you have any questions on grain merchandising for your future needs, please give me a call.

June is Dairy Month. Thank you for your hard work and dedication to providing for the world we live in. MAY GOD BLESS YOU ALL.

Here Are Two Plans To Simplify Payment Of Your Propane Bill

Customer One Cooperative will again offer our SecureComfort plan and the Pre-Pay Plan.

These very popular plans simplify

your monthly propane bill.

SecureComfort is a budget payment plan that takes the guesswork out of monthly payments. With SecureComfort, your monthly propane payment is based on historical gallons used, then multiplied by your propane contract price and divided by 12 months.

Your monthly payment cushions larger winter heating bills and keeps payments equal and consistent all year long.

SecureComfort puts you in control of your propane costs by eliminating large fuel bills due to seasonal volatility and adds stability to the household budget.

When you enroll in the SecureComfort program, we will send you a monthly payment booklet that includes easy-to-use payment stubs.

The Pre-pay Plan also simplifies your propane bill with only one payment. This is typically our lowest propane price for the year.

Both programs lock in a firm price and your account is placed on our

keep-fill system so there's no need to call to be filled. We will automatically fill you throughout the year when your tank requires propane.

Propane prices remain strong and predicted price swings are possible with tensions high in the Middle East. The market is expected to be volatile throughout the summer with the inventory situation along with natural gas and crude prices being unsettled.

As long as natural gas trades in the \$5-6 range, propane is expected to maintain the current range. Last year our customers contracted gas at \$.81 - \$.95 range depending on when gas was contracted.

Being customer owned means being committed to helping people make the most of their energy budget and doing our best to make propane safe.

* * *

A banker is a fellow who lends you his umbrella when the sun is shining and wants it back the minute it begins to rain.—Mark Twain

Milk Production Report Summary - April 2003

	PRODUCTION			MILK PER COW			NUMBER OF MILK COWS		
	% Change From Previous Month	Year	% Chg. YTD	Feb-03	Mar-03	% change vs. YR Ago	Mar-03	vs. YR Ago	% Change YTD
Minnesota	-4.6%	-4.7%	-3.2%	1510	1485	-1.7%	475	-3.1%	-2.8%
Wisconsin	-2.5%	0.2%	0.5%	1475	1495	1.4%	1260	-1.2%	-1.1%
Illionis	-5.3%	-3.2%	0.3%	1610	1610	0.0%	111	-3.5%	-1.7%
Indiana	-2.2%	-1.3%	-0.9%	1480	1530	3.4%	145	-4.6%	-5.2%
Iowa	-1.8%	-1.2%	0.4%	1585	1610	1.6%	203	-2.9%	-1.8%
Michigan	-3.0%	2.6%	3.2%	1675	1695	1.2%	300	1.4%	1.4%
Missouri	-2.3%	-6.0%	-4.2%	1325	1325	0.0%	130	-5.8%	-4.9%
Ohio	-0.3%	1.0%	-0.7%	1470	1490	1.4%	261	-0.4%	-0.2%
New York	-1.4%	-0.1%	-0.2%	1520	1510	-0.7%	684	0.6%	1.1%
Pennsylvania	-2.0%	-1.4%	-1.3%	1600	1575	-1.6%	582	0.2%	0.6%
Vermont	-3.0%	-2.6%	-2.1%	1495	1495	0.0%	150	-2.6%	-1.5%
Virginia	-0.6%	-7.1%	-6.0%	1410	1330	-5.7%	118	-1.7%	-1.7%
Florida	-4.0%	-2.7%	-2.4%	1455	1465	0.7%	146	-3.3%	-3.1%
Kentucky	0.0%	-11.1%	-8.9%	1240	1130	-8.9%	120	-2.4%	-2.4%
Texas	-0.6%	4.5%	4.1%	1585	1640	3.5%	312	1.0%	0.6%
Arizona	-1.9%	0.3%	1.8%	2195	2115	-3.6%	150	4.2%	5.4%
California	-2.2%	3.1%	4.0%	1795	1785	-0.6%	1695	3.7%	3.6%
Idaho	-2.7%	6.9%	7.0%	1740	1800	3.4%	395	3.4%	3.3%
New Mexico	-1.4%	6.5%	7.3%	1815	1810	-0.3%	315	6.8%	7.3%
Washington	-2.7%	-0.2%	1.8%	1910	1900	-0.5%	248	0.4%	0.4%
20 States	-2.3%	0.8%	1.4%	1621	1625	0.2%	7800	0.5%	0.8%
United States	-2.3%	0.6%	1.3%	1597	1605	0.5%	9140	0.1%	0.4%

Historical Class III Price, 3.5 Percent Fat

Year	January	February	March	April	May	June \$/CWT	July	August	Sept.	October	November	December
1970	4.67	4.63	4.58	4.60	4.58	4.61	4.60	4.61	4.66	4.77	4.82	4.83
1971	4.79	4.83	4.81	4.83	4.77	4.76	4.77	4.77	4.83	4.82	4.84	4.93
1972	4.97	4.97	5.04	4.96	4.94	4.95	5.01	5.07	5.10	5.18	5.32	5.41
1973	5.43	5.45	5.44	5.63	5.66	5.73	5.78	6.38	6.91	7.49	7.64	7.94
1974	8.10	8.14	8.15	76.73	6.93	6.31	6.29	6.39	6.69	6.82	6.76	6.41
1975	6.80	6.85	6.86	6.94	7.02	7.11	7.35	7.70	8.27	8.60	8.84	9.08
1976	8.90	8.25	8.60	8.44	8.3	8.32	8.71	8.99	8.46	8.26	8.26	8.25
1977	8.19	8.16	8.31	8.60	8.62	8.60	8.65	8.64	8.74	8.74	8.79	8.87
1978	8.91	9.00	9.09	9.24	9.25	9.26	9.33	9.68	9.90	10.18	10.44	10.60
1979	10.55	10.52	10.59	10.63	10.67	10.76	10.87	11.09	11.32	11.25	11.27	11.34
1980	11.37	11.35	11.59	11.68	11.66	11.68	11.73	11.86	12.07	12.42	12.52	12.61
1981	12.64	12.66	12.67	12.64	12.61	12.59	12.53	12.47	12.46	12.52	12.52	12.56
1982	12.55	12.46	12.45	12.45	12.43	12.42	12.42	12.44	12.46	12.56	12.56	12.62
1983	12.62	12.59	12.53	12.51	12.51	12.50	12.50	12.48	12.48	12.52	12.56	12.11
1984	12.05	12.06	12.08	12.07	12.08	12.09	12.17	12.30	12.64	12.64	12.72	12.52
1985	12.40	12.21	11.95	11.62	11.46	11.20	11.10	11.08	11.12	11.21	11.19	11.18
1986	11.12	11.04	11.02	10.98	10.98	11.00	11.06	11.33	11.55	11.69	11.91	11.88
1987	11.70	11.27	11.03	11.00	11.00	11.07	11.17	11.27	11.42	11.35	11.34	11.12
1988	10.91	10.60	10.43	10.33	10.34	10.34	10.52	10.98	11.48	11.88	12.23	12.27
1989	11.90	11.26	10.98	11.09	11.12	11.33	11.76	12.37	13.10	13.87	14.69	14.93
1990	13.94	12.21	12.02	12.32	12.78	13.28	13.43	13.09	12.50	10.48	10.25	10.19
1991	10.16	10.04	10.02	10.04	10.23	10.58	10.99	11.50	12.02	12.50	12.48	12.10
1992	11.71	11.21	10.98	11.46	12.06	12.46	12.59	12.54	12.28	12.05	11.84	11.34
1993	10.89	10.74	11.02	12.15	12.52	12.03	11.42	11.17	11.90	12.46	12.75	12.51
1994	12.41	12.41	12.77	12.99	11.51	11.25	11.41	11.73	12.04	12.29	11.86	11.38
1995	11.35	11.79	11.89	11.16	11.12	11.42	11.23	11.55	12.08	12.61	12.87	12.91
1996	12.73	12.59	12.70	13.09	13.77	13.92	14.49	14.94	15.37	14.13	11.61	11.34
1997	11.94	12.46	12.49	11.44	10.70	10.74	10.86	12.07	12.79	12.83	12.96	13.29
1998	13.25	13.32	12.81	12.01	10.88	13.10	14.77	14.99	15.10	16.04	16.84	17.34
1999	16.27	10.27	11.62	11.81	11.26	11.42	13.59	15.79	16.26	11.49	9.79	9.63
2000	10.05	9.54	9.54	9.41	9.37	9.46	10.66	10.13	10.76	10.02	8.57	9.37
2001	9.99	10.27	11.42	12.06	13.83	15.02	15.46	15.55	15.90	14.60	11.31	11.80
2002	11.87	11.63	10.65	10.85	10.82	10.09	9.33	9.54	9.92	10.72	9.84	9.74
2003	9.78	9.66	9.11	9.41								
Ave.	11.00	10.60	10.67	10.68	11.14	11.34	11.65	11.90	12.16	11.92	11.62	11.61



This is a close-up view of the loading platform where during the early years feed was loaded on farm trucks and other conveyances each month. About half a million dollars worth of feed, flour and seed passed over this loading platform in one year.

Consumers Cooperative Exchange

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sulted in the organization of many feed stores throughout the State of Wisconsin.

In Merrill, such a store was opened for business in 1917, but after about three years of more or less unsatisfactory operation, it finally went bankrupt with a total loss to the shareholders. This was quite a set back for the movement, which had impact over a long time.

However, a small group within the local union never gave up the idea of a Co-op Feed Store. These locals still belonged to the state society and held regular meetings until a merger was effected between the Farmers Union and the American Society of Equity.

At that time, most of the members dropped out of the organization, but joined the local chapter of the Coop League of America.

There were two branches of the Co-op League...one in the town of Merrill and one in the town of Corning. Regular meetings were held in the town halls of each town. While the Co-op League program was mainly educational, the idea of cooperatively buying farm feeds and supplies persisted and the two branches would pool orders and try to get car lot prices from local dealers.

While this did at times result in small savings, it was not practical and was getting members no where.

The members kept agitating for a coop feed store and finally got the shipping association board to agree to sponsor the organization of such a cooperative.

The Pure Milk Products Cooperative and the Farmers Cooperative Oil Company were asked to support the idea and a six man committee was formed to visit existing cooperatives within the surrounding territory and

report back as to the feasibility of such a project.

After several trips about the State to visit existing successful coop feed stores, the committee reported back that there was every reason to believe that a feed store would succeed if local farmers gave proper support.

In the fall of 1937, a mass meeting was held and it was decided to proceed with the organization of a feed store.

Articles of incorporation and by-laws were drawn up for presentation to the membership. (It's interesting that five men, each of a different nationality, signed these papers. They were: Rasmus Sorenson (Danish), Axel Swanson (Swedish), Pete Govig (Norwegian), Claude Vignali (Italian) and High Rankin (Scotish)). Gus Sell, who is of German decent, assisted them in drawing up the papers. The signers promptly nicknamed it "The League of Nations".

An organizational meeting was called and held in Merrill on November 2, 1937. At this meeting, the articles of incorporation were read and adopted. Also, a set of by-laws were proposed and adopted.

The business was incorporated to sell and buy anything the farmers might need or want to sell with the main items to be grain and feed.

The amount of capital stock was to be \$7500...to be sold in 750 shares of stock at \$10 each.

A board of five directors was elected. The first directors were: Frank Berghammer, Claude Vignali, Paul Duginski, Art Crass and Oscar Schultz.

This was a period when money was very scarce among the farmers who were just starting to recover from a number of dry years. Milk prices were the lowest this country has ever seen



CENEX Convenience Store PH: 715-536-5600
Farm & City Store PH: 715-536-2492



The Main Street store, operated as a branch of the main elevator for convenience of the people in making small purchases, eliminating a lot of congestion at the main plant in Merrill.

and it proved a hard job to collect even a \$1000.

The record shows that after operating one year, 139 shares had been sold for \$1390. However, when the business was first opened, less than \$1000 had been collected.

Credit should be given to the Co-op Livestock Shipping Association for the help they gave in getting the feed store started.

It was this coop which furnished the money to buy an old warehouse belonging to the Livingstons. The price was \$425. The warehouse had not been used for some time and was in need of repairs. A new office building was added during the first year.

The Shipping Association also helped finance the first few carloads of feed that were brought in.

The end of the first year showed total sales of \$40,000. The business showed a profit of about \$900 for the first year. The sales went up to \$50,000 in 1939 with a net profit of \$1350. For 1940, sales were \$78,000 with a profit of \$4060.

However, this place of business was getting too small and it became necessary to look around for a bigger place.

The Merrill Elevator Company plant was offered for \$22,000 and at a special meeting on July 22, 1940, it was decided to buy it. It became necessary for the members to sign up to \$5000 worth of stock for a down payment on the property. This was done and the deal was closed.

Most of the members realized that they were doing a risky thing, not only in adding a \$22,000 debt on to what they already had, but also in buying out another business. They could figure on getting some more customers who made it necessary to carry more inventory.

Probably the fact that most of the members knew the man who sold out

to the association, Herman Stuenkel personally and knew him to be absolutely honest, was what made them take the risk. This faith has been justified. Mr. Stuenkel always gave the association a square deal and several times helped out when the bank refused the risk.

September 1, 1940, the company moved in to the new place of business and now business really picked up. The five board members, this year always stand as a nightmare. The association was always short of capital and refused loans by the banks.

What saved the business were a number of farmers willing to risk their own money. Some directors and managers did mortgage their farms and homes in order to borrow money to provide supplies such as feed, fertilizer and seed to meet the needs of the farmers. The names of these farmers are known to only a few, but they are the kind of men who make good cooperatives possible.

At the annual meeting on October 7, 1940, the capital stock was increased to \$25,000. Sales rose to \$163,946.90 for 1941. That was the first year in the new place of business with a net gain of \$4682.23. The interest was eating up the profit.

The next year, 1942, sales jumped to \$279,828.29 and net gains to \$14,914.28. On October 5, 1942, capital stock was increased to \$50,000.

Sales for 1943 were \$397,301.51, just 10 times as much as the first year, 1938, with a gain of \$19,708. In six years the Coop had returned \$37,784.27 to its customers as patronage dividends, besides paying 6% on its capital stock.

The history of consumers Coop cannot be written without mentioning the fact that from 1937 to 1994, this cooperative never showed a loss on the

(Continued On Page 5)



Members of your Merrill Farm and City Store employee team are (l-r) Jeff Johnson, Louise Pyan, Lisa Nipple, Howard Sczygelski and Lee Schmidt.

Acids Impact Haylage Quality

By Rick Guralski
Dairy Nutritionist

Forage harvesting for this year will be starting soon. Haylage, haylage, hay, haylage, corn silage – there never seems to be a break away from forage to make.

What kind of forage did you put up last year? Was it good quality? Too dry? Haylage too wet? Was it rained on once or twice?



Rick

There are more things to look at than just protein, fiber, mineral levels or energy values on your forage tests. At times, haylage will look great on paper, but your cows don't perform like you think they should. Testing is available to check the digestibility of the fiber in your haylage.

Fermentation analysis is another test we can run on haylage and corn silage. This procedure tests for lactic acid, acetic acid, propionic acid and butyric acid.

The acid profile of fermented forages has a significant effect on palatability and stability of the silage or haylage. A small increase in some of these acids, particularly butyric, can have negative effects on dry matter intake and fresh cow health.

Poorly fermented wet forages can

Merrill Cooperative--

(Continued From Page 4)

balance sheet.

From 1937 to 1944 Consumers had returned to its members in cash and stock over \$3,000,000. This was a greater amount of money than the local farmers had invested in the Coop.

The slogan of Consumers Cooperative Exchange was: "Your good will and patronage is our greatest asset" It does pay to cooperate!!

In 1994, Consumers Cooperative Exchange joined with Edgar Cooperative and Rib River Valley Cooperative to become Customer One Cooperative.

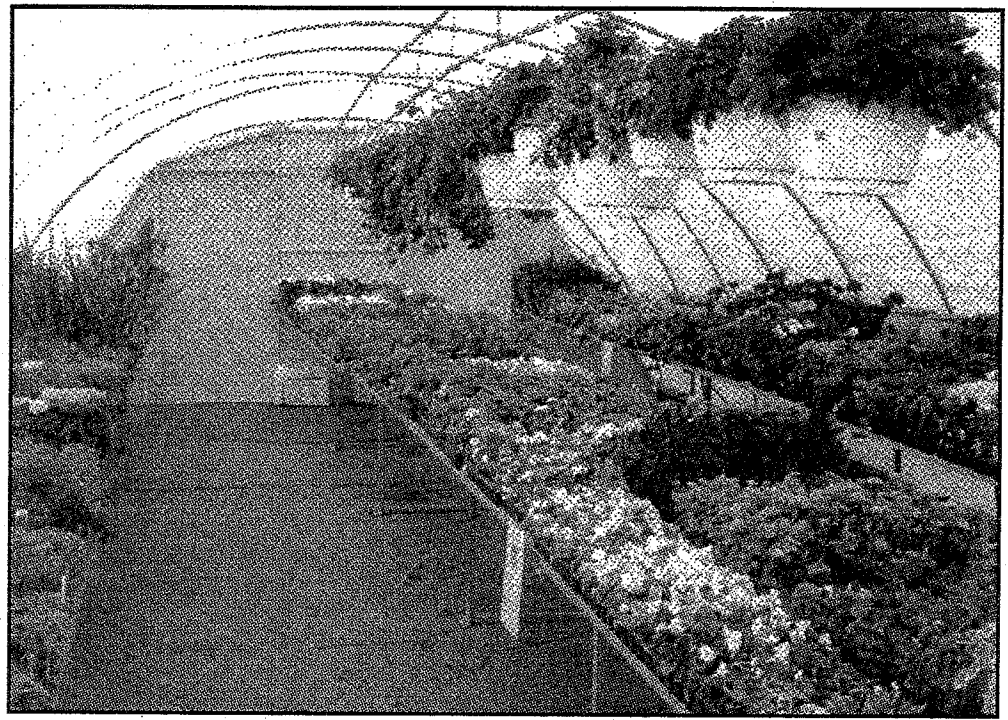
also allow for the growth of harmful bacteria such as *Listeria* sp.

The desirable pH of properly fermented corn silage runs between 3.8 and 4.2. For haylage, the range runs between 4.0 and 4.5.

Next time I visit your farm, I will gladly go over what the proper concentrations of fermentation acids should be. We can also discuss guidelines for yeast and molds.

Here are some of the most important fermentation products and their characteristics:

- ✓ **Lactic Acid** – High levels of lactic acid are desirable in fermented forages, resulting in excellent silage stability and good bunk life. Fermented forages with high levels of lactic acid will have a clean, sweet smell and be very palatable. Low levels of lactic acid suggest poor fermentation.
- ✓ **Acetic Acid** – Silage with high acetic acid levels will have a strong vinegar smell and may decrease intake. High concentrations of acetic acid that are equal to or greater than lactic acid are not desirable. Ideally, the ratio of lactic acid to acetic should be 3:1 and preferably higher. High levels of acetic acid also suggest inefficient silage fermentation since acetic acid production involves a loss of carbon from the silage dry matter.
- ✓ **Butyric Acid** – High butyric acid levels in forage exhibits a strong, rotten, putrid smell. High levels of butyric acid in fermented forages are a result of fermentation dominated by *Clostridia* bacteria as a result of haylage that is too wet. Many times a deep green color is present. A good rule of thumb is to not chop haylage over 68% moisture. Forages with high butyric acid levels are usually



This year the Merrill Farm and City Store featured a greenhouse located in the parking lot adjacent to the store. We're pleased with the good acceptance this store has had with old and new customers.

lower in energy and have extensive protein degradation. These forages will also have a high pH and will lower dry matter intake, especially in fresh cows. Cow fed this type of haylage will have more cases of ketosis and DA's. Bunk life will also be lessened.

As you can see, there is a lot more to good quality forage than protein and fiber.

If you have any questions about fermentation analysis, please call us at Customer One Cooperative. We are here to help you to be more profitable.

* * *

A cat and her four kittens came face-to-face with a large collie. While the kittens cowered, the cat let out a series of loud barks, scaring the dog away.

Turning to her kittens, the cat said, "You see how important it is to know a second language?"

Keep 'em Milking

By Rick Guralski

Here are some tips for keeping cows milking during summer heat.

- Make sure plenty of water available at all times.
- Improve ventilation via fans, curtain walls.
- Make sure diet has sufficient particle length.
- Provide 6 – 8 oz. sodium bicarb (10oz. if over 90 lb. average).
- Add 2 oz. XP yeast if going through many feed changes. XP yeast should be in all prefresh and postfresh diets.
- Keep feed fresh.
- Clean mangers, feeding areas, waterers more frequently.
- Raise DCAD levels in diet (ask me to explain this one).
- Make sure potassium levels at 1.6% - 1.8%. Potassium to magnesium ration 4:1.

Customer Appreciation Days

Wednesday • Thursday • Friday
June 18 - 19 - 20

Drawing For Fun Prizes

(Bring The Kids, There Will Be Drawings For Them Too)



Hot Stuff Pizza

Buy one large pizza, get one at half price

Must call ahead for pizza

715-352-2414

Cookies.....two for 99¢

Come in for many, many more in-store specials

Edgar Family Restaurant

Celebrates June Dairy Month

FREE Throughout June
Scoop of Ice Cream
with Pie Purchase

2nd Glass Of Milk
FREE Throughout June
with Purchase of Large Milk

Stop in and see our
"Featured Farm Families"
(If you are a featured farm family, you'll receive 10% off your meal purchase made during your featured week.)

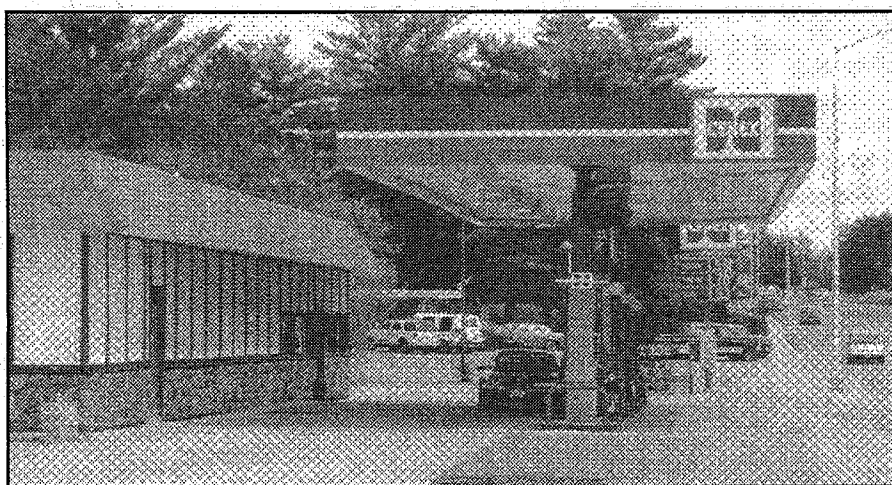


Edgar Convenience Store

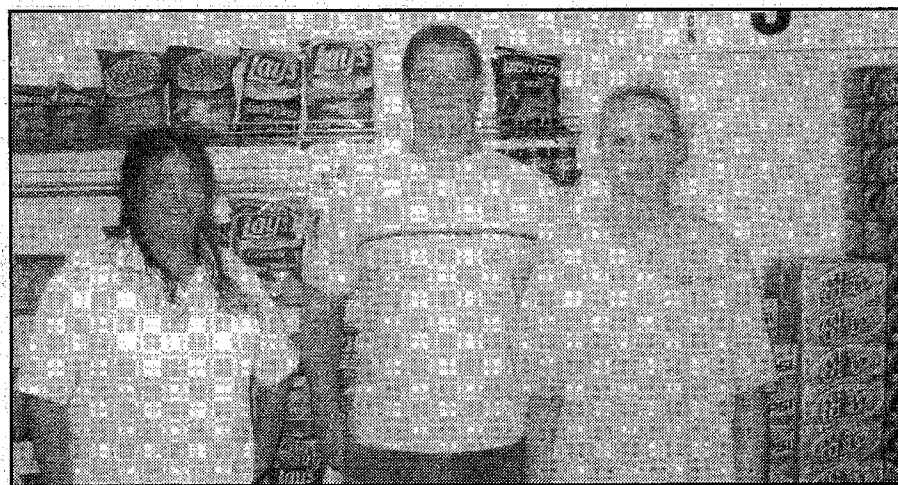
County H & Highway 29 • Edgar, Wisconsin



SUMMER FAVORITES



Our Merrill C-store is conveniently located to serve your gasoline and special items needs. Come see us at our location on Center Avenue in Merrill.



Members of your Merrill Convenience Store employee team are (l-r) Tammy Sherfinski, manager; Jason Graap and Cristy Pehlke. Not pictures are Jill McEllhatton, Katie Proft and Katie Krause.

July Specials

FREQUENT FUELER PRIZE

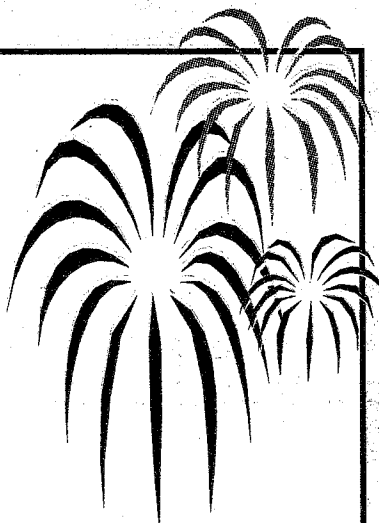
\$25 Gift Certificate From Cenex

.....
All off-road diesel customers receive a
FREE fountain soda or cup of coffee
.....

10% Off Summer Items
(Tanning Lotion, Off Bug Spray,
Sunblock)

*Use Your Cenex Credit Card on
Friday, Saturday or Sunday
Receive 5¢ Off Gallon Price!!!*

Bud/Bud Light.....\$14.99
24 paks



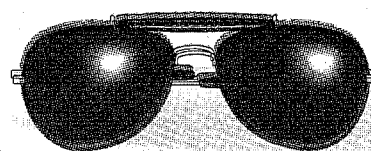
August Specials

Preseason Sale On Winter Items

Heat, ISO Heat, Antifreeze, Diesel Gel
Stop In And Check Out Our Excellent Prices
.....

Coffee Cards: Buy 9 and get the 10th
FREE
.....

**Pick Up A Frequent Fueler Card
After 6 Fills Of Gasoline
Receive \$1 Off Your 7th Fill**



*"Dog Days Of Summer"
Stop In And Cool Off
With A Cold Drink*

2002 Customer Appreciation Proceeds From Brat/Hot Dog Sale Were Distributed As Follows:

\$75 - Three \$25 gift certificates for frequent fueler winners

\$50 - Donation to Les and Jim for a bowling scratch tournament

\$50 - Donation to benefit for Blake Neumann (local cancer patient)

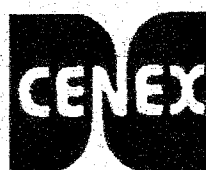
2003 Frequent Fueler Winners

January - \$25 Gift Certificate - Wallace Johnson

February - 10 Free Cups of Fountain Soda or Coffee - Denise Wyler

March - Mountain Dew T-Shirt - Ben Hopp

April - Pair of Sunglasses - Scott Grund



**On North Center Ave.
Merrill, Wisconsin
Ph: 715-536-5600**

Thank You To All Who Attended Our Customer Appreciation Day, June 11