



MERCER LANDMARK TODAY

C O M P A N Y N E W S L E T T E R

VOLUME

5

WHAT'S INSIDE:

CEO UPDATE FROM HEATH BARNES

Q&A WITH KYLE McCALLA
AND NOLAN TINNELL

AN AWARD-WINNING
SUSTAINABILITY PROGRAM

A MESSAGE FROM THE BOARD

A LASTING IMPACT FROM ONE OF
OUR MOST SEASONED EMPLOYEES

APRIL 2023 ISSUE

CEO UPDATE FROM HEATH BARNES

Staying Focused In Challenging Times

The purpose of your cooperative and our mission at Mercer Landmark is to offer products and services for a competitive price while providing a customer service experience that is unmatched in our market space. Think of the last time you re-visited your favorite restaurant. My guess is that you keep going back there because the food, service and value meet and exceed your expectations. This is how we want you to feel about your cooperative, Mercer Landmark. Our everyday focus is to create a customer service experience that ensures whenever and wherever you engage with Mercer Landmark you feel valued, respected, and appreciated. Throughout this issue you will read about the initiatives, investments, and innovative ideas we have implemented to improve the quality of our products and enhance your experience when doing business with us. I am proud of our team and the efforts they continue to make to embrace this new approach.

It is not easy to achieve these objectives in the rapidly changing world we live and operate in. Over the last five years we have seen more change in the agriculture space than we've seen in the previous two decades and, as we look to the future, all indications are that the rate of change will continue to increase at warp speed. We believe your success is linked to our ability to change and adapt to these realities so that we can remain relevant to your business.

Last year's supply chain struggles were difficult. Many basic manufacturers could not meet their full commitments on products which left us wondering, at times, if we would have everything we needed to get our crops planted and cared for through harvest. The good news is we made it through the season with enough products to satisfy the demand. While we would like to believe the supply chain is headed back to something that resembles normal, I don't think

we will ever go back to the pre-pandemic norm of just-in-time inventory. Instead, a new trend is emerging. Manufacturers and Distributors (Land O' Lakes / Winfield, Growmark, CHS and others) are offering preferential delivery and pricing to retailers who can handle full shipments of product at their facilities. We must adapt to the changing delivery system to remain relevant and to continue to offer competitive prices for you. This means we need facilities that are capable of efficiently handling large volumes of products by truck or rail directly from the manufacturer. These facilities must have the storage space needed for an entire season's worth of crop protection and crop nutrients to supply your needs. Your Latty Agronomy campus is a great example of how we are accomplishing this goal.

For you to view us as your most trusted business partner, you must have trust. To gain trust, you must have transparency.

I wish we could make these large-scale investments at every one of our locations, but the ability to create a return on these investments at every location is not possible. I also understand that it might seem like we are walking away from our owners when we don't invest at their local facility. I promise you that this is not the case. For every investment we make to enhance or upgrade a facility we look for new ways to improve and increase the level of service we provide to all our customers. The expansion of our on-farm grain pickup and placement of on-farm bulk liquid fertilizer tanks are examples of ways we continue to service our customers in this challenging environment. Please be sure to read about these initiative on the following pages.



**AMBITION
IN ACTION**

We have talked mostly about agronomy in today's article, which seems fitting since the new crop season is upon us. But these same challenges in the marketplace have dictated our strategic investments and operational changes in grain, energy, and feed as well. We must ensure that your cooperative has the size, scale and scope to help you be successful today and long into the future. We want to make sure that we are stewarding your company in a fiscally responsible manner by investing in facilities and tools that contribute to your success at the farmgate. You will also notice that some of our team members have changed. In order to deliver on our promises to you, we need people who are up for the challenge. This requires people who embrace change, perform at a high level and contribute to a positive work environment every day. Be sure to read about the new leaders who've recently joined Mercer Landmark and the new faces on our advisory teams.

We want you as a customer and owner to view Mercer Landmark, MPS and Heartland Feed Services as a part of your business. We know this takes a high level of transparency and we are focused on increasing our transparency every day. Transparency leads to trust and we want to be your most trusted business partner. Our mission is to provide you an excellent customer experience that ensures your success. If we are not living up to that mission, we want to be held accountable. If you ever have any questions, comments, or concerns, please give me a call. Thank you for your business and we look forward to a successful spring season.

-Heath Barnes, CEO
P: 208-301-1039



Congratulations to the AiA Class of '23

Our focus at Mercer Landmark is enabling our team members to deliver an excellent experience for our valued member customers today, and long into the future. To ensure that the Mercer Landmark of tomorrow is able to meet this challenge, an investment in and commitment to our future leaders is required. Mercer Landmark's Ambition in Action (AiA) program identifies "Emerging Leaders" on our team today and exposes them to professional and practical leadership training to prepare them to lead tomorrow.

The 2023 AiA program just concluded an 8 month, 7 session course that included business acumen and leadership training, team building and problem solving skills. The AiA class heard presentations from Ag Industry guest speakers and the Mercer Landmark leadership team about the history of cooperatives, organizational structure, business goals, finances and leading change. The AiA class completed three final projects that involved a practical and applicable business scenario which they presented to our Board of Directors.

This year's AiA class members are:

Natalie Appel	Dylan Rose
Larry Bigelow	Dan Weitzel
Jared Rollins	Jacob Giere
Virginia Missler	Tyler Jordan-Ferguson
Jodi Bomholt	Mark Baucher
Jarret O'Neill	





Q&A

KYLE McCALLA

VP OF AGRONOMY OPERATIONS

Q: When did you start working at Mercer Landmark?

A: January 3rd, 2023.

Q: Where are you from?

A: I grew up in Southern Ohio, Lancaster. I moved to Archbold in 2017, where I currently reside with my family.

Q: Tell us about your family?

A: I'm married to my wife, Aubrey, and we will be celebrating 9 years this August. We have a daughter, Reagan, who will turn 5 May 24th and we are expecting our second child, a son, due in June.

Q: What is your educational and/or work background?

A: I worked my way through college at the co-op where I grew up in Lancaster, United Landmark. I graduated with a degree in Middle Childhood Education but decided to start working full time at the co-op as a Commercial Energy Specialist selling LP to large farm accounts. I worked in this role for 18 months from 2012 to 2013. From there I moved to Wapakoneta, OH to work for Trupointe as a Crop Production Advisor out of their St. Marys location. I was in that role for six seasons, until 2017. I then transitioned to my last role which was with GROWMARK as a CP Territory Manager covering OH, IN, and MI.

In December of 2022 I accepted my current position with Mercer Landmark.

Q: How long have you worked in the agriculture industry?

A: I started working part-time at United Equity in 2008 while I was still in school. I worked in their feed and retail country store.

Q: What are you most passionate about in your career and/or the industry?

A: I love the people. Leading people is my passion and I believe our industry is full of the most passionate people around. When you work with people who take that much pride in what they do, it makes the rewards of leadership even better.

Q: What is your focus going to be at Mercer Landmark?

A: Working to build a culture of trust and accountability.

Q: What do you hope to achieve in your new position and how do you hope to have an impact on our local farmers and community?

A: I want employees and customers alike to know that I care about them. To me, they're more than just a number or profit center. I believe when you focus on people above everything else, all other successes follow. That holds true for Mercer Landmark and our customers' success.

Q: What are your interests outside of your career?

A: I love quiet evenings and weekends with my family, volunteering and being involved in our church, reading books, and exercise.

Q&A

NOLAN TINNELL

DIRECTOR OF GRAIN OPERATIONS



Q: When did you start working at Mercer Landmark?

A: July 1st, 2022

Q: Where are you from?

A: Center, TX

Q: Tell us about your family?

A: My wife, Haley, and I have 4 children: Judson (7), Granger (5), Deacon (3), and Della (1).

Q: What is your educational and/or work background?

A: I graduated from Purdue University with a degree in Agribusiness Management Concentration in Commodity Markets.

Q: How long have you worked in the agriculture industry?

A: I started my career in 2014 with Bunge North America as a Manager Trainee. I left Bunge in 2017 and moved to Frankfort, IN to work as a Facilities Manager for Co-Alliance for 4 years. In 2021, my family and I moved to Northwest Ohio, and I took the General Manager position at Ridgeville Elevator where I stayed before coming on board with Mercer Landmark in 2022.

Q: What are you most passionate about in your career and/or the industry?

A: I really enjoy working with people that appreciate the grain industry and agriculture in general. I enjoy developing team members and helping them become successful in their careers.

I am also passionate about contributing to the organization in any way that I can.

Q: What is your focus going to be at Mercer Landmark?

A: Currently my focus is on team development and grain facility efficiencies. I want to continue to develop our grain team and help bring out their best qualities for Mercer Landmark. I also want us to not just be employees of our Grain Unit but true stewards of our grain facilities. Understanding where our problems are, how to solve them, what we need to do for the future and how we can all help each other reach our goals. The other focus I have currently is planning the next phases for our Latty Grain Terminal.

Q: What do you hope to achieve in your new position and how do you hope to have an impact on our local farmers and community?

A: I hope that we can continue to develop a strong team and hire people that complement our current work force. I also hope that with this team we can find ways to improve our grain locations and make them more efficient. These two things together will be a big part of ensuring that our farmer owners have the best customer experience when they come to Mercer Landmark. We want this to be a place they choose to do business with for years to come.

Q: What are your interests outside of your career?

A: Outside of work I enjoy spending time with my wife and kids. I enjoy attending and being involved with our church, coaching my kid's sports teams, and participating in outdoor sports such as hunting and fishing.





Mercer Landmark's Award-Winning Sustainability Program

The mere mention of sustainable farming, regenerative ag, conservation, soil health or the dreaded carbon credit is enough to cause most farmers to roll their eyes and turn away. But for some Mercer Landmark growers, it has been a very rewarding experience.

At Mercer Landmark, we view sustainability as a combination of economic and agronomic practices that keep farms growing while improving soil health, water quality and sequestering carbon. We are proud to offer our farmers access to TruTerra, the industry's leading sustainability platform. Our expert team of Conservation, Agronomy and Grain Advisors work together to deliver real value back to our producers for participating in this program.

Recently, representatives from our TruTerra team traveled to California to receive national recognition as leaders in this emerging space. **Michael Watercutter, Mercer Landmark's in-house Conservation Agronomist, was recognized as the TruTerra Conservation Agronomist of the Year for his relentless dedication and commitment to expand the adoption of on-farm conservation practices in our region.** Mercer Landmark also received the runner-up TruTerra Retailer of Year award for their innovative programs and grower participation. You can read more about our one-of-a-kind wheat premium offer in Kirk Roetgerman's article on pages 10-11.

Our team of professional advisors is laser focused on delivering you an excellent experience every time you engage with us. Unique tools, like TruTerra, offer agronomic insights and allow our growers to participate in programs with downstream food producers that deliver real value back to your business for the crops you supply. Partnering with Mercer Landmark means innovative ideas, creative solutions to the challenges you face, and opportunities to participate in premium programs that you won't find anywhere else.

ADDING VALUE

Our award-winning team will help you navigate this confusing space and make it easy for you to benefit from available programs. Contact any of our Crop Production or Grain Marketing Advisors to learn more.



Partnering with Mercer Landmark means innovative ideas, creative solutions to the challenges you face, and opportunities to participate in premium programs that you won't find anywhere else.



TO YOUR FARM.



Partnerships in Our Communities

Expanding Rural Internet Connectivity

When I first started at Mercer Landmark, I remember hearing many stories from our customers and our staff regarding the struggles with internet connectivity in the rural areas across our region of Ohio. This particular one stood out to me the most.

A member of the Mercer Landmark team was unable to get internet at their home from any provider. Some of you are probably thinking this story was from the late 1990's, but this was actually as recent as 2018. Internet connectivity has become a vital part of all of our lives, and to hear that there are still places locally where internet was simply not an option is hard for most people to fathom – myself included.

For many years, Mercer Landmark has partnered with local wireless internet providers to utilize our grain facilities for the installation and mounting of equipment that expands the access to high speed internet service in rural areas. But – gaps still exist, and one of these gaps affected not only our customers, but also our own connectivity needs at our Glenmore location. The surrounding geography and lack of infrastructure at our facility made it difficult to keep Glenmore connected and able to serve local growers.

In early 2022, Mercer Landmark and Wabash Communications entered a partnership to construct a tower at our Glenmore facility that would enable us to upgrade our connectivity on site and allow Wabash to fill in one of the connectivity gaps that exist in our area. I'm pleased to report that this project has recently been completed and Wabash is able to offer their wireless internet services to customers that otherwise had few or no other options for this valuable technology that impacts our daily lives.

Our commitment to serving our customers and the communities we live and work in takes on many different forms. My role as our Chief Technology Officer is usually focused on solving internal issues, but this time I was also able to help solve a customer-facing problem. I'm proud to work for an organization that does more than just say they care about their communities, by turning their words into actions.

- Adam Farmer, Chief Technology Officer



A MESSAGE FROM THE BOARD ROOM

The agricultural cooperative system brings tremendous value to the American farmer. Originally created to give farmers alternative sources for purchasing inputs and gaining market access all across the country, cooperatives have been very successful in leveraging a larger combined footprint, and in turn, reducing costs and increasing profitability to the American farmer.

One of the unique aspects of the cooperative system is that the customer is also the owner. The owners elect a board of directors to act in good faith on their behalf. Having customers as the governing body can be advantageous in that it gives management direct insight to the needs of that customer. However, it can also create some confusion as to the role of the board for membership, employees, and sometimes even the board itself.



Our board at Mercer Landmark is currently made up of seven directors. It has always been the objective of the board that each board member be accountable to all owners across our entire trade territory, and that the board as a whole be representative geographically and to the agriculture enterprises that we serve.

The primary function of the board is its fiduciary duty to the patrons. We as a board must stay objective, govern the company well in a way that serves all owners/customers of our co-op and not just our individual needs.

The single greatest responsibility is hiring, working with and if needed removing the CEO of the company. We are responsible for the oversight of the financials, engaging an auditor, approving the year end audit, approving a budget, reviewing and approving capital expenditures, managing member equity, overseeing the governance, bylaws, and articles of incorporation. And last, but not by any means least, is working with management to create a vision for the company that will keep us relevant and successful, serving our ag community well into the future.

Growing together for generations to come.

Most of these responsibilities are performed through a monthly board meeting. However, once a year the board will take a few days and spend time with the management team and get more in depth discussing our long term goals. The pace at which agriculture is changing is not slowing down, and our goal is to continue to keep apprised of what is on the horizon and how we can stay on the forefront of those changes. It is essential that we are all on the same page, positioning our limited resources to best serve our patrons and employees.

The role of the board is much more strategic and visionary in nature than many believe it to be. We do not decide operational issues, we are not involved in decisions regarding what brand of equipment to buy, which vendors to use, or the issues facing an individual employee. Those are the type of decisions left to the CEO and his management team. We are a "local" co-op and we work closely with the regional co-ops (Land O'Lakes, Growmark, CHS, etc.) to bring the very best value to our customers. When profits are generated, they stay local and are reinvested



in the business and the patrons, ensuring that we remain relevant and profitable well into the future. That is the objective of the board and I can attest to the idea that the Board of Directors of Mercer Landmark take their responsibilities very seriously and make decisions that we feel are in the best interest of the cooperative and the membership that we serve. We are always accountable to the membership and we welcome feedback regarding the direction we are headed as a company.

I would like to thank you for your commitment to Mercer Landmark! To the employee team, thanks for your dedication and your decision to work here and make this a better organization. We are an evolving company and change does not always come easy, however, we have no choice but to continue to adapt to an ever-changing world.

The board appreciates your hard work and the dedication it takes to make us all better. To our patrons, thank you for giving us a chance to earn your business. I can promise you that we as a board will continue to do everything we can to help Mercer Landmark earn your business and help you be successful, so that we can grow together, not only today, but for many generations to come.

-Ken Stammen, Chairman of the Board



GRAIN



Speed, Space and Planning Helped to Minimize VOM's Impact

Your Mercer Landmark Grain team is focused on providing an excellent customer experience during harvest and throughout the year. Based on your feedback, we continue to improve and prepare our facilities to offer you the speed and space required to keep you in the fields and out of line as much as possible. Our expert marketing team also ensures that you have the information and opportunities to profit the most from every bushel with sound advice and competitive bids.

This past fall had some challenges, but with good planning, our facilities were in the best shape they could be, going into what would be one of our largest crops. This meant we were able to adjust to the unprecedented Vomitoxin situation and still keep our elevators open and mitigate the high VOM levels (10 ppm and higher) for our customers. Your patience and understanding combined with the above and beyond effort from our team allowed us to segregate the higher levels enough to take in as much as we could without compromising the corn quality at lower and acceptable levels for feed. We appreciate your understanding as we worked through this on the fly and continue to manage it for the rest of the marketing year.

The Latty purchase continues to pay dividends as the facility provides access to new markets and helps support our branches as an outlet for grain when local markets get backed up with long lines. Latty loaded three 100 car unit soybean trains in the month of October for export to Mobile, Alabama. That's almost **1.2 million bushels**, which is the current capacity of Latty. This helped keep our branches open and helped our customers avoid long lines at the bean processors.

Latty can move semi trucks in and out on average in 6 minutes (as long as there are no extra testing procedures, like non-gmo beans and vomitoxin tests). This level of speed helps get our customers in and out, and back to the field as quickly as possible. With more volatile weather and compressed harvest windows, it is crucial to be scaled with this type of speed when yields continue to trend higher. Most of our corn at Latty moves out in rail cars to the southeast feed markets. Moving this type of quantity in a short amount of time allows Mercer Landmark to take advantage of market conditions quickly and reduce market risk exposure.

Our expert marketing team ensures that you have the information and opportunities to profit the most from every bushel, with sound advice and competitive bids.

At all of our branches, we continue to evaluate what is needed to support grain receiving in a timely and efficient manner. Our operations managers and merchandising staff meet monthly to discuss what is needed to have the best customer experience when you arrive at any one of our facilities. Sometimes these decisions are not visible, but they do have an impact on how well we serve you. Budgeting volume, allocating space, logistics, and capital needs for improving handling equipment are all part of the discussions. The better we plan, the better we can communicate with our customers what to expect. Texting our hours, bids and having a grain marketing line are examples of the changes to help increase communication.



Building Demolition and Lot Expansion Greatly Improve Convoy Elevator Traffic Flow

During his first harvest in 2021, Dylan Gibbons, Associate Grain Operation Manager at Convoy, noticed that customers could be waiting as long as 1 – 2 hours to dump during the peak of harvest. Part of the old feed mill was obstructing trucks from making the turn to access the inside pit. This problem was even worse when there was a line waiting to dump in the outside pit.

In March of 2022, Dylan proposed an innovative project to improve the traffic flow at Convoy by knocking down the old block storage building on the west end of the office. This would create space for hopper trucks and tractor wagons to get to the inside pit by either making a turn off the scale or to go around a truck dumping on the outside pit. This would allow our customers to utilize both the outside and inside dump pits more efficiently and significantly reduce wait times during the peak of harvest.

Dylan and Charlie Krietemeyer, Special Projects Manager, along with Poling Excavation started the project shortly after wheat harvest and had it completed prior to Soybean harvest. During the 2022 harvest, our customers and the Convoy operations team dumped 156,000 bushels in 22 hours on back to back days while averaging a wait time of 20 minutes. Incidentally, the longest wait time recorded was 32 minutes! Congratulations to Dylan and the rest of the Mercer Landmark support team for making this happen. The feedback from our customers was overwhelmingly positive and appreciative.



Don't Miss Out on Our Premium Wheat Program

Our Agronomy and Grain Businesses are proud to offer this exclusive program to Mercer Landmark customers for the second year in a row. The Mercer Landmark Sustain Wheat Program is currently offering a 20 cent per bushel premium on wheat delivered to either a Mercer Landmark or Heartland Feed Services facility in July 2023. Producers who have Ohio wheat acres enrolled in the TruTerra Program are eligible to receive a per bushel premium. For more information about the Mercer Landmark Sustain Wheat Program, please contact your Grain Marketing Advisor (see page 22). For more information about the TruTerra Program, please contact Michael Watercutter or Natalie Appel.

**- Kirk Roetgerman,
EVP of Grain**



LOGISTICS

Mercer Landmark Customers Take Advantage of our Logistics' Services

A growing number of Mercer Landmark customers have been benefiting from our Logistics services program. This year alone, we've already transported over 100,000 more bushels of grain than last year. On-farm pickups of grain have been growing in popularity as growers realize the benefits and worry-free ease of using our drivers and equipment to move their grain to its final destination.

The pre-harvest planning and preparation of our facilities this year allowed our logistics team to increase efficiencies moving grain between our facilities and to processors. This improvement created more opportunities to offer and complete on-farm pickups and direct ships for Mercer Landmark producers.

Our professional and dedicated drivers were the subject of many compliments I received this year from customers we hauled grain for. Their commitment to excellence is why we can continue to offer these valuable services to our customers and one of the main reasons more growers are requesting it. Speak with one of

our Grain Marketing Advisors if you have interest in our on-farm grain pickup program during harvest or throughout the season. They will help you understand the costs and benefits of working with our logistics team.

Providing logistics services for our customers extends beyond hauling grain. We also work with our Agronomy team to ensure our growers get their products when and where they need them all year long.

You may see one of our drivers delivering liquid fertilizer to your farm with one of our brand-new tankers or tendering one of our new sprayers or spreaders.

Although most of the loads we haul are to support our internal logistics needs, our fleet is always available to help our customers with their transportation needs when appropriate. Contact your Mercer Landmark Crop Production Advisor or Grain Marketing Advisor to find out how you can take advantage of our logistic services.

- Cody Mabis, EVP of Logistics



ENERGY



Say Goodbye to Cold Showers

Making sure our customers never run out of Propane is absolutely critical for creating an excellent customer experience. With over 3,000 propane tanks being used by our residential customers to supply home water heaters, household furnaces and pool heaters...it is impossible to regularly check every one of them in person. This is why our team has been installing remote monitors on tanks for the last few years.

Mercer Landmark uses cellular tank monitors to get daily tank readings. These remote devices are attached to the gauge on your tank and record the amount of propane in your tank 6 times throughout the day. This information is sent to our centralized system every day at 3:00 AM. Our Energy Team reviews this information and uses it to schedule and dispatch delivery trucks to those tanks in need.

Our goal is to fill tanks when the readings are between 20 and 30%. Our system also analyzes the daily usage and creates a usage history for each customer which we use to forecast and predict when your tank level is approaching the 20/30 threshold. This enhances our scheduling and dispatching by allowing us to make a delivery earlier than required when it is more efficient for our truck routes. This past December when sub-zero weather was forecasted, we dispatched deliveries to monitored tanks early to ensure customers had heat to stay warm and allow our drivers to service more customers.

There is no charge to become a tank monitor customer. Give our team a call at **800-845-6405** to request a tank monitor to help prevent those awkward "out of gas" situations.

Also, stay tuned for the launch of Mercer Landmark Connect for Energy later this year. Our new app will allow you to pay your bills online and request services. Eventually, it will include the ability to view the propane level in your tank recorded by the monitors.

- Joe Hart, EVP of Energy



Don't Miss Out on Our Spring Oil Sale

March 1st - April 30th

The Mercer Landmark Annual Spring Oil Sale is one of the most anticipated offers from our Energy Business every year. This year we have a full line up of Shell oil and lubricants. Let us deliver it right to your business. See the details below and don't forget to check out our Fuel and Lube Specialists on page 22 to contact for more information.

We deliver Bulk Oil on Wednesdays each week. All other days, we deliver packaged grease and oil.

DELIVERY SCHEDULE:

MON - Celina, Van Wert, Haviland, Delphos, Lima, Beaverdam

TUES - Coldwater, Fort Recovery, St. Henry, Ansonia, Greenville

WED - BULK OIL DELIVERY

THURS - Celina, St. Marys, Wapak, Lima, Minster, New Bremen, Anna, Sidney, Beaverdam

FRI - Wabash, Fort Recovery, St. Henry & Coldwater



FEED

Our Name Says It All

In a few short weeks, we will celebrate the 1st anniversary of the official formation of Heartland Feed Services. Joining two longstanding organizations together while continuing to manufacture and deliver quality products and services is challenging. I'm proud to say that our team "answered the call" and the first year of Heartland Feed Services' legacy has been a success.

Heartland Feed Services was created to be the best livestock nutrition provider in our region. Our goal is to provide the highest quality livestock nutrition and services that enable our producers to remain independent and successfully participate in the global food supply chain.

Selecting a name for a Feed company is not as easy as it sounds. Many ideas and versions of names were proposed and considered, and when our team made their final selection, they felt like the word "Services" best described our overall purpose. We recognized that getting the best performance out of each of your animals requires more than just feeding them the right quality products it also means working alongside our farmers to ensure a healthy living space and overall welfare of their livestock. Our expert team of Feed Advisors, which you can find on our **newly launched Heartland Feed Services website** (click here) are expert animal nutrition consultants, but they are also trained to help with a wide variety of services that go beyond recommending nutritional programs for your livestock.

Our livestock services range from walking producer's grower barns, checking the ventilation and checking on the care and general welfare of the animals. Our service specialists will oftentimes



evaluate and mark animals for harvest. We also offer implant services for our beef producer customers. Our team can also help you plan and project profitability for groups of cattle, based on their status and your costs.

We know that running a successful livestock operation comes with many challenges but working with your feed provider should not be one of them. Our team's daily goal is to ensure that we're not just another problem you have to deal with each day but to lessen the challenges you face in achieving success.

Our new website (**heartlandfeedservices.com**) is a great source of information about our organization. You'll find everything from our daily grain bids to product and partner information.

Contact information for our facilities and team members are also listed. It is our pleasure to partner with you and participate in your success. We appreciate your business and the trust you extend our team.

- **Mike Dammeyer,**
EVP of Feed





Heartland Feed Services

LOCATIONS

Celina Feed Mill

Swine feed manufacturing



St. Anthony Feed Mill

All ruminant feeds, including:

- Calves
- Dairy Heifers
- Lactation Animals
- Dairy Bull Calf
- Finishing feed for cattle



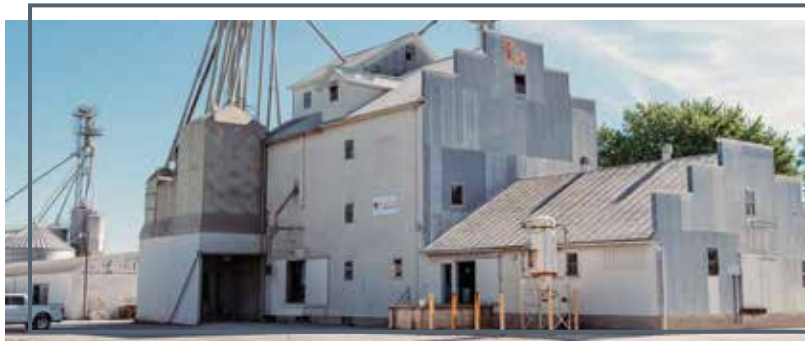
Minster Facility

- Bagged feed for your farm, show animals and pets.
- Fertilizer
- Grass seed
- Much more for your lawn and garden



St. Henry Facility

- Bagged feed customer pickup
- Bagged feed delivery route



AGRONOMY

More Mercer Landmark Customers Receive On-Farm Tanks

Creating and delivering a quality customer experience for you relies on having teams that collaborate and are made up of people who are committed and trusting of one another. Mercer Landmark is working to create an atmosphere of trust and vulnerability throughout our organization, so we have more than just a team of people who "work" together. We need a team of people who trust each other so we can focus on providing our customers with the excellent experience they deserve. Our Agronomy operations and sales teams have embraced this mindset and, as a result many of our growers are scheduled to receive a new bulk tank (2,500 – 3,000 gallons) on their farm for this upcoming season. Providing bulk liquid fertilizer tanks for our farmers is nothing new, but our team has expanded the program this year. Over 40 tanks have already been ordered and are being set to receive product in the coming weeks. Ensuring that you have the product when and where you need it during the heat of the season is one of our primary objectives. On-farm bulk tanks combined with the addition of two new liquid fertilizer tankers and the 24/7 load out bays at Latty help our team achieve this goal.

Collectively, we have been able to identify a need and communicate the 'why' behind our 'what' - which is to provide you with the best experience possible. We made the decision to purchase these tanks so you can be more efficient with your time.



These are just a few of the benefits you get through our on-farm tank program:

- On-farm storage provides risk mitigation on making buying decisions.
- No worry of sending someone to pick up the product, we deliver to you.
- Quicker and more efficient delivery times.
- Less down time and more efficient planting season.

The four pillars of our culture at Mercer Landmark are Innovate, Grow, Develop, and Perform. These drive the decisions we make every day and it starts with innovation. Innovation is simply the notion that ideas come from all parts of our organization, including our grower partners. We want to know ways in which we can be thinking ahead and staying out in front of your needs. We are grateful for your support and do not take lightly the responsibility that comes from earning your business each and every day. We look forward to serving you. Thank you for your business and continued support.

**- Big Dan,
the Mercer Landmark
Fertilizer Man**



Innovation Significantly Enhances Product Quality for Mercer Landmark Growers

".....because that's the way we've always done it." Although "the way we've always done it" may feel more comfortable and seem easier, it may also be limiting your ability to deliver the results you want. This was the case for Mercer Landmark in 2022.

10-34-0 Poly-Phosphate liquid fertilizer has long been the foundation of our 2x2 liquid fertilizer row starter programs. Over the past few years, the quality of the 10-34-0 we have been receiving from our suppliers started to decline. In fact, last year it got so bad that we had turn back many loads because they did not meet our standards. This created additional challenges for our teams to keep our farmers supplied during the short window for application.

As we explored other options to ensure that we always have the best product available when and where you need it, we considered producing our own 10-34-0 on site. After much research, training, and discussions with industry experts we decided to convert our own 10-34-0 at our new Agronomy facility in Latty, OH.

10-34-0 is a mixture of Phosphoric acid (0-70-0), anhydrous ammonia (82-0-0) and water. The chemical reaction of mixing phosphoric acid and anhydrous ammonia heats up to 600 degrees Fahrenheit. The water is added to cool and complete the conversion. During the process, the piping is constantly bathed with water which produces steam that escapes into the atmosphere. No...we don't have all the equipment or in-house expertise today to do this ourselves. Yes...we have partnered with experts who provide the equipment and technology to get the job done safely and efficiently.

So far, we've produced 2,000 tons of 10-34-0. It is absolutely, positively, the nicest quality 10-34-0 product I have ever handled. We are scheduled to make another 1,000 tons this Spring.



We could have easily just continued to order the same products from the same suppliers that we've done for many years but the Mercer Landmark of today is committed to finding ways to do things better and improve the service we provide our customers.

Taco Bell Ain't Got Nothing on Our Drive Thru

You can always count on the Taco Bell drive thru for a late night "run for the border." Now you can count on the drive thru at Mercer Landmark's Latty facility for an "after hours" late night load of liquid fertilizer. Customers who qualify and complete the training and place advanced orders can pick up liquid fertilizer blends, mixed with micronutrients and/or nitrogen stabilizers, 24 hours a day, 7 days a week. Unlike waiting in the drive thru line at your favorite fast food restaurant, our fully automated system can load up to 25 tons of fertilizer in as little as 20 minutes.

During working hours, we utilize three other drive through bays to service our tender trucks, applicators, nurse tanks, etc. These bays are also available to our customers during working hours. The automated system accommodates our full line of crop protection products as well. Your investment in the equipment and technology at the Latty facility offers more options and convenience for you to work on your timetable. Contact one of our Crop Production Advisors (page 21) to learn how this process can benefit your operations.

Innovative thinking improves processes that benefit us all.



A LASTING IMPACT!

After over 47 years of commitment, dedication and passion for the Livestock Feed Industry, Mike Dammeyer is retiring from Mercer Landmark this May. If you've had the privilege to work with or know Mike, I'm sure you will agree that it's impossible to properly capture and portray his impact on the industry and those he worked with in the words of this short article. Instead, we'll have to wait for his autobiography or memoirs to come out.

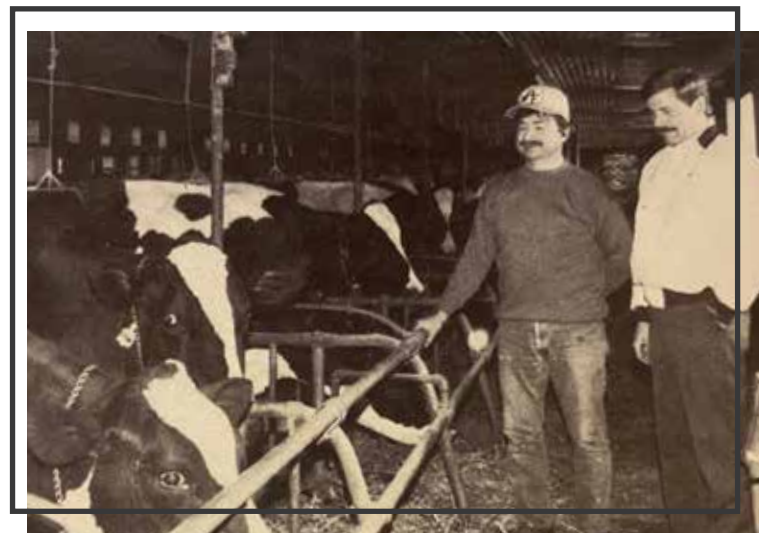
Mike was exposed to livestock feed at an early age growing up on the family dairy farm in St. Marys, Ohio. After graduating from St. Marys High School, he continued his education at The Ohio State University, where he graduated in 1976 with a Bachelor of Science degree in Animal Science. Mike went right to work for the Dairy Herd Information Association (DHIA) out of college. Dave Puthoff, another legend in the Feed Industry recalls meeting with Mike's father at their family farm. During the conversation, Dave asked Mike's father if he thought Mike would be able to sell feed. According to Dave, it was shortly after this that Mike took a feed sales position with Auglaize Landmark.

As you can see from this photo taken in 1988, Mike not only dressed the part of salesman he also believed that spending time with his farmers was the best way to understand their needs and find ways to deliver value back to their operations. Spending time with the people involved in the business and understanding how to help them create success became a theme of Mike's as his career progressed. This included focusing on his customer's needs but also on the needs of those he led. In the early 1990's, Mike became the Feed Manager at Auglaize Farmers. In 2003, this experience was put to the test when the New Bremen feed mill was damaged in a dust explosion. Mike led the re-building and eventual re-opening of the upgraded mill in 2005.



If you work in the cooperative system long enough, you will most likely experience a merger or two. This was the case for Mike as his career continued to advance and in 2016 he made is way to Mercer Landmark as the Feed Division Manager. Even after 40 years in the business Mike continued to look for ways to deliver value back to the organization he worked for, the people on his team and his customer owners. One of Mike's first objectives at Mercer Landmark was to complete the construction of the MPS Feed mill in St. Henry that had been planned and started by his predecessors.

The MPS mill is one of the largest poultry specific mills east of the Mississippi and the most efficient feed production facility in our region. This joint venture with Mercer Landmark and Prairie Star Farms continues to thrive today.





Mike's organization at Mercer Landmark continued to grow and expand our production needs, which led to the formation of Heartland Feed Services, a joint venture between Mercer Landmark and Sunrise Co-op's feed business. Today, Heartland Feed Services operate two primary species-specific mills in Celina and St. Anthony. They also roll corn and provide specialized services and products at the Minster location.

If Mike's desire was to leave each company better off than the day he started then I'm sure we'd all agree he achieved that goal. However, if you know Mike, you'd also agree that he was probably more focused on making sure those around him were successful day in and day out and, the former, was a byproduct of his passion to put others first. If you worked with Mike over the years, you know there is much more to this story that is part of your own personal experiences than what is written here. For those who are interested in finding out the "rest of the story," I'm sure you can find Mike at the lake, this summer on his pontoon or the beach in Florida. You may have to share his attention with his wife Judy, his kids and/or grandchildren but I'm sure he'd be happy to fill in some of the blanks with a good story. Mike, on behalf of your Mercer Landmark family...thank you for the many years of commitment and success and the positive impact you've had on our industry, our organization, and our lives.

Thank you, Mike - you will be missed!



YOUR MERCER LANDMARK TEAM

FEED SALES TEAM



JEFF HOYING
419.305.2540



KEITH WILL
419.733.0502



ANDREW DAVIS
419.733.6239



CHAD KNAPKE
419.733.6434



JAMIE DUES
419.852.9482



EMILY SIEGRIST
937.417.0183



JOE SIEGRIST
419.305.2541



MEGHAN PLEIMAN
567.510.7038



RANDY SEEGER
419.230.9832



JACOB GIERE
419.733.1611



TRAVIS SPICER
419.733.9915



JAY CLUTTER
419.305.3702



DAN GOWANLOCK
419.204.5580



COREY NEDDERMAN
419-206-7482



DAVE TEBBE
419.733.5594



LAURA TAVERA
419.852.2007



DAVE PUTHOFF
567.644.1950

IS HERE TO SERVE YOU.

CROP PRODUCTION ADVISORS



ALEX FULLENKAMP
567.279.2109



AARON POST
419.790.4631



TROY GRIME
419.822.1978
NEW LATTY CPA



MITCH KEUTHER
419.604.0735



ELDON SELL
419.733.8521



STEVE HECKLER
419.733.6070



JOHN BURD
419.305.6326



JOHN MERSHMAN
419.733.0762



BRAD MILLER
419.953.1644



AMBER BERGMAN
419.953.9765



RANDY ROE
419.203.7093



DYLAN ROSE
419.905.5850



RICK MOLLENKOPF
419.203.1041



REX OSKEY
419.487.0464



MARK REKEWEG
419.790.5239



JACOB LEWIS
419.305.0692



BOB BAER
419.305.5705



MICHAEL WATERCUTTER
CONSERVATION AGRONOMIST
567.360.0393



YOUR MERCER LANDMARK TEAM IS HERE TO SERVE YOU.

GRAIN MARKETING ADVISORS



RACHEL MUHLENKAMP
567.644.4605



VIRGINIA MISSLER
419.790.4593



JILL EMENHISER
419.733.4076



JACKIE SHERIDAN
419.852.8233

ENERGY SALES TEAM



KEVIN KAUP
Fuel & Lube Specialist
567.279.3891



JUSTIN SCHAUB
Fuel & Lube Specialist
419.678.4811



DAN WEITZEL
Propane Specialist
419.678.4811



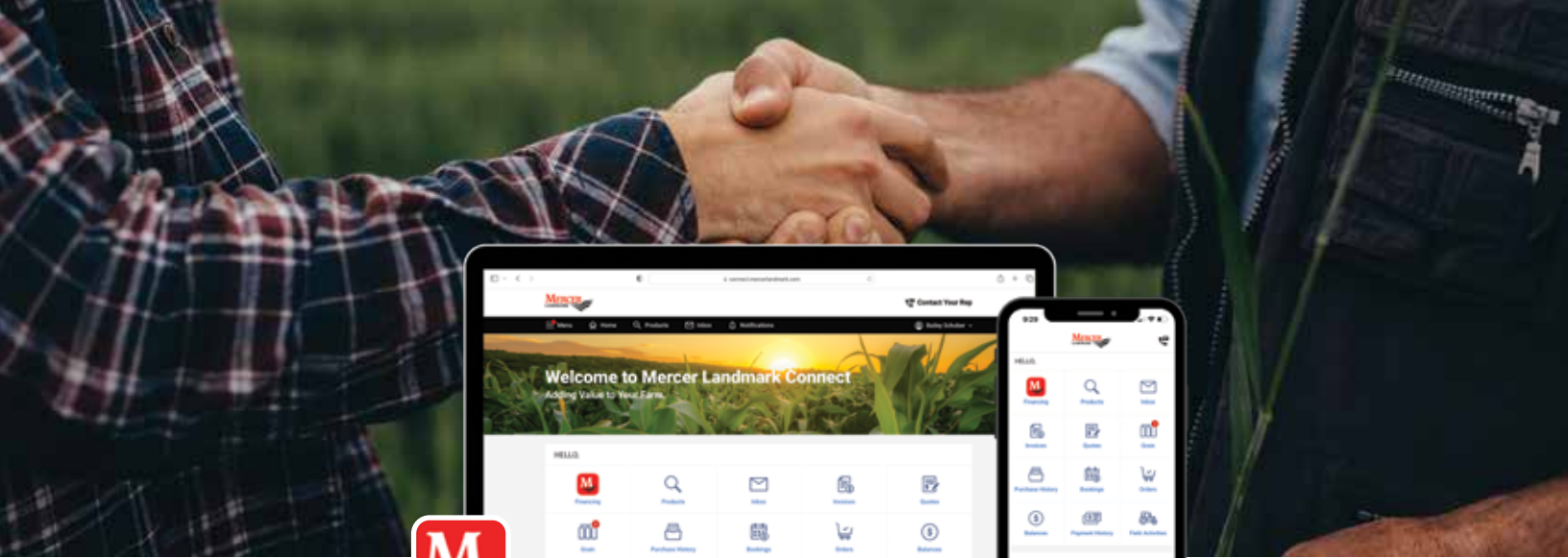
Save the Date

THE AGrow EXPO

SEPTEMBER
8TH - 9TH
2023
LATTY, OH

AGrowExpo.com





MERCER LANDMARK CONNECT

AN EXTENSION OF OUR TEAM TO **SERVE YOU BETTER.**



**EASY
MANAGEMENT**



**ONE-STOP
SHOP**



**24/7
COMMUNICATION**

- 1. SCAN THE QR CODE**
- 2. DOWNLOAD OUR APP**
- 3. SET UP YOUR ACCOUNT**

Or visit the Mercer Landmark Connect Grower Portal online at:
CONNECT.MERCERLANDMARK.COM

