



MERCER LANDMARK TODAY

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

VOLUME

6

WHAT'S INSIDE:

CEO UPDATE FROM HEATH BARNES

Q&A WITH GRAHAM HELMLINGER
AND STEVE SUKUP

ANOTHER SUCCESSFUL AGROW EXPO

A WORD FROM OUR 2023
SUMMER INTERNS

AND MORE

NOVEMBER 2023 ISSUE

PHOTO BY: TRISTIN MILLER

CEO UPDATE FROM HEATH BARNES

Unified Customer Approach

I have been in agriculture my entire life and have stood before many crowds and opened a speech with the same sentence that I am about to deliver. We find ourselves in challenging times in the agriculture community. While the challenges I am referring to today are different than the ones I have pontificated on in the past, they are still very real. The challenges I am referring to are encapsulated in a quote I read the other day from Dan Schultz, a self-described Agribusiness psychotherapist.

He said **"In agriculture, we have become price takers and story followers. Instead, we need to become conversation changers."**

Indeed, we have challenges - look at what is happening in the rest of the world. The Netherlands is attempting to shut down farms, all in the name of becoming climate neutral. Agriculture is a massive sector of their economy. These same thought processes are coming to our shores and could forever alter the American agricultural landscape. For too long, we, as farmers and integral members of the agricultural sector, have often found ourselves beholden to market prices, adhering to the narratives and trends that are dictated to us in forcing our choices and actions. Yet, this quote impels us to break free from this cycle and **become agents of transformative change.**

Let's for a moment talk about the fact that "In agriculture, we have become price takers..." These words capture the reality that many of us face. Agriculture is profoundly interwoven with global markets, and we often feel helpless in the face of fluctuating prices. We've allowed ourselves to be at the mercy of these prices, leading to challenges such as price volatility and unpredictable incomes.

But the real challenge that I am referring to is that we are "story followers." In today's world, narratives wield significant influence over our perceptions and decisions. Be it consumer preferences, market dynamics, or sustainability concerns, we tend to adhere to the stories crafted for us. Yet, these narratives can be restrictive and may not fully reflect the vast potential of our livelihoods. We have so often had conversations around the fact

that agriculture is bad at telling our story. We often get defensive and say things like, "Well to heck with them. We produce the food, let them starve and see how they like it."

We create divisions within the agriculture community. My own father, who I view as a fairly progressive person, hated anything organic. The reason for the hatred is the organic community attacked the conventional farming community. **The lesson that we need to learn is that there is room for both practices in our marketplace. And this preference is driven by the consumer.**

So, rather than battle within the agriculture community about organic, non-gmo, sustainable, regenerative, carbon credits, the list goes on and on - we must band together as agriculture and tell the powerful story of how agriculture feeds the world while also protecting the ecological environment. Because **there is not a farmer I know that is not a steward of his land. It is a powerful story.**

**IN AGRICULTURE, WE HAVE
BECOME PRICE TAKERS AND
STORY FOLLOWERS.
INSTEAD, WE NEED TO BECOME
CONVERSATION CHANGERS.**

- Dan Schultz

Today the perception of farming is being driven by the politicians, the mega agribusiness companies with alphabet names and the food companies. It is very reminiscent of the marketplace that we found ourselves in during the early 1900's when the ABC companies dominated the agribusiness landscape. A landscape that farmers, like your parents and grandparents, felt like they were being let down because they were price takers and the ABC's took advantage of their market position. Out of that weak position, the cooperative was formed. **Farmers banded together** to shift more market power back to their side of the equation. I think it is appropriate to review the seven principles of the cooperative system because they are as relevant today as they were a century ago when agricultural cooperatives were born.



Heath Barnes, CEO, delivering these opening remarks at the 2023 AGrow Expo.

The Seven Principles of the Cooperative System

1. We embrace **voluntary open membership**.
2. This membership is guided by **democratic control**.
3. This membership is also guided by our **members' participation**.
4. We fiercely cherish our **autonomy and independence**.
5. We provide **education and training opportunities** for our members.
We have provided such opportunities even within the last year most notably through our grain education series, as well as this very event where you are going to hear from a host of speakers and commentators.
6. Cooperatives also contribute to the success of our local communities through **donations and employee volunteerism** at various events throughout the year.
7. **We work for you**, our member owners, and the sustainable development of our communities.

And because of your ownership in this company, this cooperative, you reap the reward of profitable operations through patronage.

Years ago, I worked for a CEO at a cooperative that did not grow up in agriculture and had no experience with cooperatives. I will never forget his recollection of his first fiscal year end. The auditors presented the final numbers, and they discussed the patronage payout. He asked for some more clarification around what this patronage thing was. They explained that it was a distribution of income back to the patrons. He said we make all this money and then we just give it back. His favorite quote was we aren't communist, but we are slightly pink. While we had varying views on patronage, let it be known that here at Mercer Landmark, we never forget or take for granted that this is your company, and we are here to steward it for you, the owners.

And lastly, all of these principles mean nothing if we don't earn your trust and business every day.

Let us get back to our quote and finish out this conversation with the solution to our challenges. The quote ends with "Instead, we need to become conversation changers." This is a call to action, a challenge to seize control of our destinies and reshape the conversations that shape our industry.

CONTINUED -

CEO UPDATE FROM HEATH BARNES

Becoming Conversation Changers in Agriculture

To become conversation changers entails taking the initiative to redefine the narratives surrounding agriculture. It requires advocating for sustainable farming practices, sharing our stories of resilience and innovation, and engaging in conversations that underscore the vital role of agriculture in nourishing the world while safeguarding our environment.

It involves taking the lead in discussions about the future of farming and food production. It means actively collaborating with policymakers, consumers, and the broader public to mold policies and perceptions that align with our vision for a more sustainable and prosperous agricultural sector.

We must proclaim to the world that we are not merely price takers and story followers, but knowledgeable and resilient individuals with the power to transform our industry for the better. We must tell our story. The most powerful story on the planet. The story of how we have fed the world for centuries and how we will continue to feed it for centuries more. Your cooperative is an integral part of making that happen.

As Kenneth Ruble aptly stated in the book "Men to Remember" from 1948, "A cooperative organization must be a leader rather than a follower. It cannot rest on the successes of years gone by." This may seem daunting, but each of you holds the key to unlocking the potential inherent in the cooperative system that you and your forefathers have created and own.

I stand firmly with the remark that my friend, Harold Cooper from Premier Cooperative in Indiana, made about the responsibility that the cooperative system has in providing alternatives in any agriculture marketplace across the country. **It is our duty as stewards of the cooperative system to unleash its potential by being the leaders of conversation change.**



Empowerment. Sustainability. Prosperity.

I will leave you with this statement. As an industry we have immense power, and we must use our power to *shift* the narrative, *lead* the conversation, and *shape* the future of agriculture. Let us no longer be passive observers of our industry, but active participants and leaders in determining its destiny. *Together*, we will rewrite the story of agriculture, transforming it from one of dependency into one of empowerment, sustainability, and prosperity. Your cooperative is focused on telling your story and pulling value from the supply chain back to your farm's bottom line.

Thank you for your time and may we all rise to the challenge of becoming conversation changers in agriculture.

-Heath Barnes, CEO



THE AGrow EXPO

The second annual AGrow Expo was held on Friday, September 8th and Saturday, September 9th at our Latty Agronomy Facility in Latty, Ohio. Friday's FREE grower event kicked off with plot tours, 20 educational breakout sessions from key industry leaders, 13 sponsor booths, and 44 giveaway items including a 500-gallon propane tank, Mercer Landmark Yeti Cooler and much more. Saturday's FREE community event featured a local Maker's Market, live music from Forty-Acre, food trucks, and 16 FREE kids rides and activities, including a kiddie tractor pull, zip line and touch-a-truck event.

We would like to extend a very special **Thank You** to all our sponsors and attendees who supported the event. We can't wait to see you again next year.

Thank You to Our Sponsors:

PREMIER

Syngenta | Corteva | Bayer | TRULAND Equipment
Valent | FMC | Winfield Solutions LLC | BASF | CHS

NETWORKING

Clouse Construction | Precision Liquid Tank | Purina
Land O Lakes, Truterra | Allen, Paulding, Putnam &
Van Wert County Farm Bureau | Fennig Equipment

COMMUNITY PARTNER

Land O Lakes, Campbell's | Fertilizer Dealer Supply | Antibus
Telus Agriculture | Barchart | Crestwood Midstream Partners
Bunge | Brand It Marketing | Elevator Services & Storage, Inc.
Growmark Inc. | Kahler Automation | Custom Agri Services
PVS Sackett Wackonia



SAVE THE DATE: THE AGROW EXPO | SEPTEMBER 6-7, 2024





Q&A

GRAHAM HELMLINGER VP OF FEED OPERATIONS

Please join us in congratulating Graham Helmlinger on his recent promotion to VP of Feed Operations. In his new position, Graham is responsible for overseeing milling operations at both the Heartland Feed Services and MPS locations. His extensive experience in this industry plays a vital role in maximizing our operational efficiency as a Feed organization.

Q: When did you start working at Mercer Landmark?

A: October 1st, 2013

Q: Where are you from?

A: Jackson Center, OH

Q: Tell us about your family?

A: My wife, Kendal, and I have 2 boys: Rowan 3, Rylan 1

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

A: I obtained an associate degree from Columbus State. After college, I spent 3 years in manufacturing unsure of what I really wanted to do, but I quickly decided agriculture was what I truly wanted to be a part of and that was when I started my career with Mercer Landmark in 2013.

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

A: I have worked in the agricultural industry for 10 years, but have been around it most of my

life. I grew up on my family's 300-acre row crop farm for 14 years until my grandfather retired.

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

A: I really enjoy working with our customers and fellow employees. It's also rewarding to know that the things we do every day not only have an impact in this area but have a much bigger impact in the world. There aren't a lot of industries that can do that.

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

A: Helping to contribute to the growth of our Feed business by focusing on feed mill efficiencies, feed quality, and customer service. We have the best employees in the business, with some having many years of knowledge and experience. As new team members come in, I want to make sure we are doing the best we can to pass that knowledge and experience on so we can continue to be the best in the business for years to come.

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 we can continue to develop a great Feed organization with great employees. I'd also like to see us grow and create new opportunities for our employees, our company, and our customers in not just only Feed, but in Grain as well.

Q: What are your interests outside of your career?

A: Outside of work I enjoy spending time with my family and friends. I also enjoy Ohio State football, hunting in the fall, and Cincinnati Reds baseball in the spring.

Q&A

STEVE SUKUP BOARD MEMBER



Q: Where are you from?

A: Paulding County

Q: Tell us about your family?

A: I am married to my wife, Christine, and we have three sons.

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

A: I graduated from Paulding High School and received an associate degree at Northwest Technical College.

Q: What are you most passionate about in the agricultural industry?

A: The future - watching the next generation of ag leaders evolve.

Q: How long have you served as a Board Member?

A: I have been on the Mercer Landmark board since 2008.

Q: What compelled you to serve as a Board Member?

A: I was asked to run for the Antwerp Equity board in 2004 and was elected. When Antwerp Equity merged with Mercer Landmark, I received a seat on the Mercer Landmark board. I thought being on this type of board would be interesting and educational, and I haven't been disappointed.

Q: What are some benefits of being a Board Member?

- Representing the owners/members of Mercer Landmark.
- Seeing the various needs in the Mercer Landmark region.
- Having exposure to the big picture in agriculture.
- Mercer Landmark has a lot of relationships in agriculture and being involved with them has been very valuable.

Q: What are some of the most important things that the Board does?

- Work with the management to set future plans for Mercer Landmark.
- Distribution of equity.
- Approve asset allocation.

**SPECIAL THANKS TO
ALL OF OUR ACTIVE
BOARD MEMBERS.**





2023 SUMMER INTERN RECAP

This past summer Mercer Landmark launched a new internship program that offers a two-tiered approach for students between their sophomore and junior year of college, as well as their junior and senior year of college. The Apprentice and Associate programs included a 13-week experience focusing time in any one of our business units. This summer all the 2023 Mercer Landmark interns experienced

time in each of our Business Units, outside of their assigned area of focus. We had two students from the Ohio State University, two from Purdue University, two from Wright State University Lake Campus and one from Ohio Northern. The interns concluded their experience with presentations to their mentors and the senior leadership team at Mercer Landmark in early August. They were a very dedicated, focused, and enjoyable group of students to be around. Read below for a word from our interns.

- Mark Roeth, Director of Organizational Development



"I enjoy that the experiences that come with working as a feed intern and the location that I work out of varies on a day-to-day basis. Through visiting many different operations and getting to see how each of the business units work together, I have learned about how much thought and work goes into determining the products and rations that dictate the overall nutrition of the operations we service."

-Samantha Knapke | Associate Intern | Coldwater, OH | Wright State University

"Some of my most memorable moments have occurred while traveling. While in the field, I traveled to a broad area serviced by Mercer Landmark. I have used the knowledge that I learned while attending training to identify weeds, stage crops, and stage herbicide and fungicide. I have also had the opportunity to watch full circle as fields were sprayed for herbicide and fungicide by airplanes."

-Ashton Ritter | Associate Intern | New Bremen, OH | Wright State University



"One of the best parts about my internship experience has been getting to see the result of my work. Utilizing the drone for the agronomy business unit has been most memorable, as I was able to further DEVELOP and grow my skill set. I value that the employees appreciate the work that I am doing and take the time to teach me new skills."

-Cameron Rinker | Associate Intern | Hartford City, IN | Purdue University

2023 OUTSTANDING ASSOCIATE INTERN OF THE YEAR

In September at the Ohio State University Job and Career Fair we had a "Signing Day" opportunity with Heather Oberlin. Heather won a \$5,000 scholarship from Mercer Landmark after she was chosen as the "2023 Outstanding Associate Intern of the Year" at our final intern presentation session at our Latty Facility. The scholarship was awarded after Heather accepted the job offer as an Associate Crop Production Advisor, starting in May of 2024, after she graduates from OSU. Please help me congratulate Heather on a job well done!



"Watching the crops move through their growth stages and sequences, while becoming more familiar with agronomy, are two pieces that have made for an exciting internship experience. Talking with growers, riding in machinery, and taking equipment to the field are all unique opportunities that I have been able to take part in through Mercer Landmark's Internship program."

-Heather Oberlin | Associate Intern | Antwerp, OH | The Ohio State University

"The hands-on aspect of working as a feed intern for Mercer Landmark has been the best part of my experience. The opportunity to expand my knowledge on all aspects of cattle nutrition while working with Heartland Feed's calf program, is unlike any opportunity I've had before."

-Mack Fortman | Associate Intern | Fort Loramie, OH | Wright State University



"My internship experience with Mercer Landmark has allowed me the opportunity for hands on experiences, in both the agronomy and grain business units, that you can't necessarily get while in a classroom. I have learned more about fungicide and the grain industry than I ever thought I would."

-Ruby Slentz | Apprentice Intern | Montpelier, IN | Purdue University

"My internship has demonstrated how you should go about building strong relationships between a business and its customers. The customer interaction that I encountered when I visited the Feed business unit and while helping with wheat harvest were some of my most memorable experiences and helped to reaffirm how Mercer Landmark creates strong relationships."

-Keith Houser | Apprentice Intern | Wapakoneta, OH | Ohio Northern University



"The best part about being an intern for Mercer Landmark has been the people that I get to work with. They have helped me to understand the full operation of an elevator, while also offering me unique experiences, such as riding in a locomotive to move train cars."

-Johnathan Dorsten | Apprentice Intern | Bryan, OH | The Ohio State University



Mercer Landmark's Sustain Wheat Program

Mercer Landmark's Sustain Wheat Program finished its second season this summer in a big way. In 2022, we launched the first of its kind Sustainable Wheat Program that rewards farmers for on-farm sustainability practices. Eligible customers with wheat in their cropping rotation in 2022, received a **10 cent per bushel incentive** for participating in the program. In year one, our customers delivered over 130,000 bushels of sustainable wheat into Mercer Landmark facilities.

Building on the success of our 2022 program we were able to offer a better premium to our producers and increase the number of acres and bushels in the program for 2023. Our goal was a 20 cent per bushel premium on 500,000 bushels of sustainable wheat. Our Grain and Agronomy advisors, with the help of our own Conservation Agronomist, expanded our 2023 program to over 55 growers and 34,000 acres. Our Sustain Wheat Program bushel intake came in just under the 500,000 bushels and **farmers participating in the program received an extra 20 cents per bushel of wheat.**

Our team is already enrolling growers in the 2024 Mercer Sustain Wheat program and we're expecting another big year. Our 2024 goal is for 40,000 acres. **Eligible growers will receive a premium of 20 cents per bushel on sustainable wheat delivered to a Mercer Landmark facility.**

Program enrollment ends soon so don't wait to contact your local Mercer Landmark Advisor at 844-676-2676 or visit [Mercerlandmark.com](https://www.mercerlandmark.com) to enroll today.



Photo by Clint Sinn

Don't miss your opportunity to enter our **#HARVEST23 PHOTO CONTEST!**

The winner will be announced at the end of harvest and will receive a Mercer Landmark branded 24 Hard YETI cooler.



Braylon Swartz



Courtney Williams



SCAN TO ENTER



Riley Hart



Jayden Moliter



Tristin Miller



Emily Langenkamp



Noah Stephenson



Michael Puthoff



GRAIN



Grain Market Overview & Services

Harvest 2023 is upon us and unfortunately the futures market is giving us values that we have not seen since May 2021. The market is still giving the producer opportunities for today's crop, but we are already beginning to make some agronomic decisions for Spring '24; thus, we need to begin to have a marketing plan for the '24/25 crop.

One of the simplest plans to do is to match up input dollars with revenue dollars. For example: if your entity is planning to spend \$100,000 on prepay inputs then we would want to sell a portion of the expected crop to offset the input dollars.

Why? We tend to make decisions on what crop to plant based on the current price per bushel. The job of the Chicago Mercantile Exchange Group grain futures is to give direction on which crop to plant based on a ratio. A normal ratio for corn/soybean futures is 2.4:1. Which means if soybean futures are \$12.00 then corn futures need to be \$5.00 ($\$12.00 / 2.4 = \5.00). So, if the ratio is greater than 2.4:1 then the market is indicating to plant more bean acres, and if the ratio is less than 2.4:1 then the market wants more acres planted to corn.

Another tool in grain marketing is utilizing the 10-year probability charts for the New Crop futures month.

These charts look at the last 10 years of trades for December Corn, November Soybeans, and July Wheat futures. I like using these charts as a reference to start pricing 10% of the APH yield when futures are in the Upper 30% or better of the 10-year range. If I see the range is in the upper 10%, then it's time to lock in 50% or more of your APH. These charts are also good indicators of what occurred in the past and allow us to see if there are similar trends taking place. For example, look at the corn values during

the 2012-14 years and notice the similarity we are seeing for the 2022-24 years. This could be a little concerning, especially with U.S. corn crop potential to be the second largest on the books and if export demand continues to lag this past year's pace.





From a baseball analogy - Grain Marketing is about hitting for average. For many producers marketing your grain can be a very frustrating and emotional roller coaster experience. Mercer Landmark's Grain Marketing Advisors will be hosting a Grain Educational Series and Grain Marketing Outlooks at various locations during 2024. The sessions include a current market outlook, basic marketing concepts and contracts, future spreads, rolling contracts, introduction to solution-based contracts, explanation of technical terminology and charting.

For more details and information please contact your Grain Marketing Advisor, call the Grain Marketing Phone Line at (844) 676-2676, or sign up for the Mercer Landmark Connect App to receive notifications for these upcoming sessions.

- Kirk Roetgerman, EVP of Grain

MERCER LANDMARK

GRAIN MARKETING EDUCATION SERIES

MINSTER

2nd Tuesday of the Month:

- January 9, 2024
- February 13, 2024
- March 12, 2024
- April 9, 2024
- May 14, 2024
- June 11, 2024

COLDWATER AGRONOMY

2nd Thursday of the Month:

- January 11, 2024
- February 8, 2024
- March 14, 2024
- April 11, 2024
- May 9, 2024
- June 13, 2024

TIME
10:00 - 11:00 AM

WHERE
MINSTER: Conference Room
COLDWATER AGRONOMY

CONTENT

- Grain Outlook
- Educational Marketing Building Blocks*
- Marketing Plan Guidance

GRAIN MARKETING ADVISOR
Rachel Muhlenkamp

MERCER LANDMARK

GRAIN MARKETING CLUB

PAYNE

1st Wednesday of the Month:

- January 3, 2024
- February 7, 2024
- March 6, 2024
- April 3, 2024
- May 1, 2024
- June 5, 2024

LATTY

1st Thursday of the Month:

- January 4, 2024
- February 1, 2024
- March 7, 2024
- April 4, 2024
- May 2, 2024
- June 6, 2024

TIME
9:00 - 10:00 AM

WHERE
PAYNE: Scale House Upstairs
LATTY: Conference Room

CONTENT

- Grain Outlook
- Contracts to use based off outlooks*
- Marketing Plan Guidance

GRAIN MARKETING ADVISOR
Jill Emenhiser

MERCER LANDMARK

GRAIN MARKETING EDUCATION SERIES

ELGIN

2nd Tuesday of the Month:

- January 9, 2024
- February 13, 2024
- March 12, 2024
- April 9, 2024
- May 14, 2024
- June 11, 2024

CONVOY

2nd Wednesday of the Month:

- January 10, 2024
- February 14, 2024
- March 13, 2024
- April 10, 2024
- May 8, 2024
- June 12, 2024

TIME
9:00 - 10:00 AM

WHERE
ELGIN: Conference Room
CONVOY: Conference Room

CONTENT

- Grain Outlook
- Educational Marketing Building Blocks*
- Marketing Plan Guidance

GRAIN MARKETING ADVISOR
Virginia Missler



LOGISTICS

Logistics Keep Moving Over the Summer

Over the summer months, many of our drivers shift their attention to supporting our Agronomy Operations team. In addition to tending our custom application equipment, our drivers also focus on our program for picking up contracted grain out of our members' bins. This program has continued to grow the past couple of years and has been a great service we are able to provide to our members. Many more Mercer Landmark customers took advantage of the program this year and expressed how much they enjoy working with our drivers.

As we focus on the 2023 harvest season, our Logistics team works closely with our Grain business unit to reduce our elevator inventories and maximize our storage capacity for the new crop. This puts us in a great position during harvest. Low inventory at harvest allows more room for our members as they start dumping grain and gives us a wider window during harvest to haul out the grain that we need to move as we make space for incoming grain.

Good planning and coordination, leading up to harvest, has helped us forecast and determine space requirements and harvest time logistics. This gives us a good idea of what we believe we will need to move out of each location to have space for the harvest window and allows us to plan accordingly to make sure we are able to keep space open during the harvest season.



Field Pickup Program

Once again, we are offering our field pickup program. Through this program we send trucks to your field for an hourly rate and pick grain up directly from the field. Availability for this is limited and many people book this well in advance, so if this is something you are interested in, please reach out to your grain advisor to see if there is any open availability.

- Cody Mabis, EVP of Logistics



ENERGY

Would you like to know how much propane is in your tank without going outside to your tank?

It's now possible by combining Mercer Landmark's FREE Tank Monitor and the FREE Mercer Landmark Connect app!

Let Mercer Landmark check your tank daily and deliver propane as needed to prevent awkward conversations with your loved ones about being out of propane.

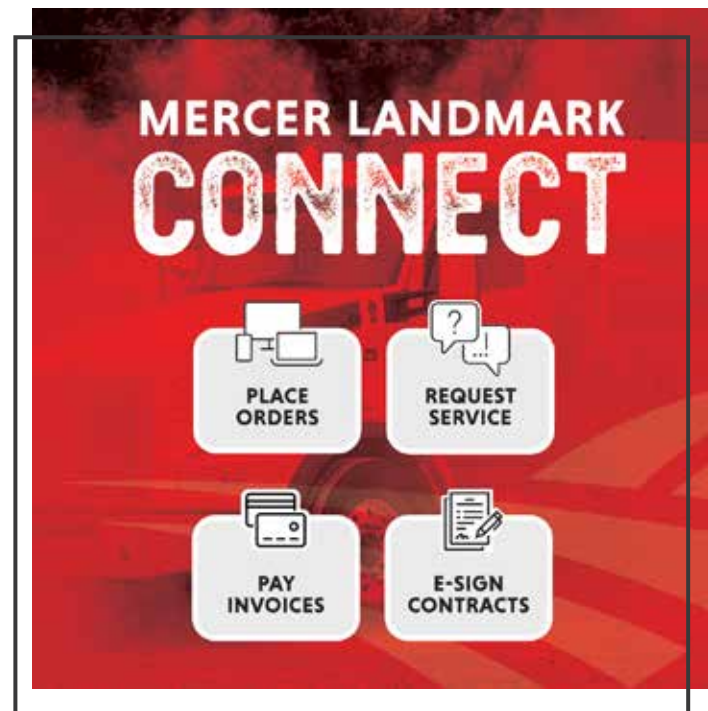
Mercer Landmark uses cellular tank monitors to get daily tank readings. A monitor attached to the gauge of your tank, takes a reading six times per day and reports to us once a day (at 3:00 AM). Our Energy Team reviews tank monitor reading and dispatches delivery trucks to those tanks in need. It is our goal to fill tanks when readings are between 20 and 30%. As we build history on customer usage, we also use monitors to forecast usage and may make a delivery earlier than required. A good example is this past December when sub-zero weather was forecasted, we dispatched deliveries to monitored tanks early to ensure customers had heat and allow drivers to service other customers.

Our new ML CONNECT app allows you to view your tank monitor reading and manage your account 24/7 from your phone, tablet and/or PC. You can request a delivery, request service work, and send a message to the ML Energy team. You can also view your invoices, make payments, and review your payment history. There are options to eSign contracts during prepay, budgets, and lock in. You can look over your contracted gallons and balances before they expire. ML CONNECT is an easy feature to explore and is available 24/7 from your favorite device.

Scan the QR code to access ML Connect or call 800-845-6405 or email the Energy team at propane@mercerlandmark.com to get a FREE tank monitor.

Mercer Landmark Energy
"WE'LL keep you running strong and warm all season long."

- Joe Hart, EVP of Energy

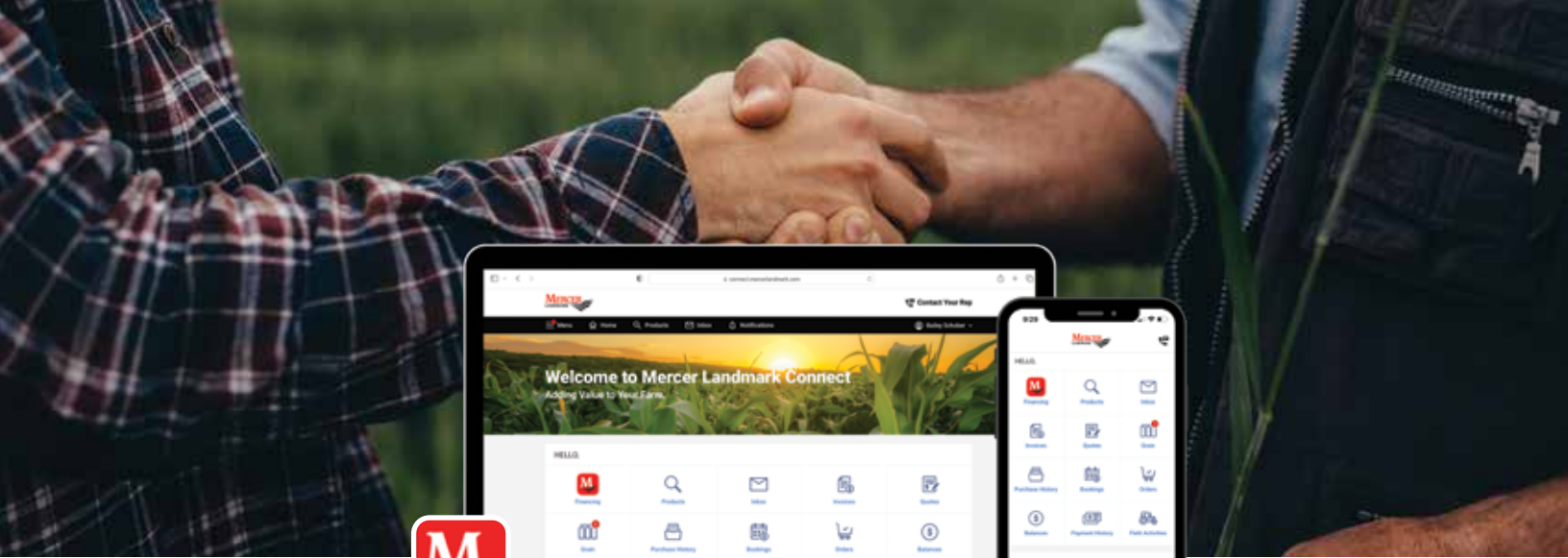


Get Started:



1. Scan the QR code
2. Download our app
3. Set up your account





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



Setting the Standard for Ease of Doing Business

If you're not using our Mercer Landmark Connect app, you're missing out. Go to your App Store and download today.

20% of our current Grain customers are E-signing their grain contracts. Once we enter your grain contract, you'll get an alert that it is ready to sign. No more waiting for the contract to show up in the mail! You can also view all your scale tickets, grain settlements and check the open balances on your contracts. Wanting to check current grain prices? All our locations with their bids are on the app.

For our Agronomy and Energy customers, you can get quotes on products, place orders, apply for financing, see the status of your field activities, look over all your invoices and pay your bill.

Other Convenient Factors When Using Mercer Landmark Connect

- Emailing and texting are available through the app, allowing your interactions to be stored in one place for future review.
- Ready to sign up for direct deposit, sign a tax-exempt form, or apply for a business account? This is all available in the app!
- Do you have multiple accounts with Mercer Landmark? If you answered "yes", we can link all your accounts together so with one click you can switch from one account to the next.
- Harvest is upon us – need to know how late your Mercer Landmark grain facility is staying open? No problem! When using our app, you will get a text daily letting you know extended harvest hours for each location. One text, all locations, and times: simple, quick, and convenient for you.



**Mercer Landmark
Connect**

Agronomy • Energy • Grain

OPEN



P.S. For all our Heartland Feed Services customers, be on the lookout for the upcoming launch of our Heartland Connect app with all the same features for Feed & Grain!

- Jackie Sheridan, Lead Grain Marketing Advisor



FEED

Heartland Feed Services' Customers Take Advantage of Fall Booking Opportunity

Twice a year Purina Feed and Heartland Feed Services offer an opportunity for their Beef and Dairy producers to lock in their upcoming feed needs and secure a booking price on those tons for a 6-month period. This one-week opportunity is offered by Purina Feed across the nation and allows producers to benefit from supplier discounts. Congratulations to our Beef and Dairy Solutions Advisors for a very successful booking program this year. They contracted over 12,200 tons of Beef, Dairy and Calf feed during the 2023 Fall Booking Period. If you would like to learn more about bookings, please contact your Solutions Advisors.

Coryza Impact Slowly Returning Back to Normal

Local and regional egg producers were significantly impacted by the Coryza outbreak this Spring and Summer. Flock mortality and overall bird health reduced egg production and feed consumption. Production at our MPS Feed facility in St. Henry, Ohio was significantly reduced during the peak of the outbreak. Leading up to the outbreak, our daily load counts averaged about 105. During the peak of the outbreak, we were down to 80 per day. Load counts are back on the rise as conditions continue to improve. Current average load counts at the time of this article were back up to 95 per day.

Celina Feed Production Grows Despite Vomitoxin Challenges

The Heartland Feed Services' Celina mill is a swine specific feed production facility. Challenges from last year's local vomitoxin levels in corn persisted throughout the year as we sourced corn to supply our swine feed production. The heightened

awareness by our Feed procurement team and Grain managers helped increase our production levels by 500 tons per week from the previous year. Teams from both Feed and Grain business units have done an excellent job this year managing vomitoxin to ensure there are no negative impacts on the finished swine feed.

Tips to Help Your Cattle Thrive

From Beef Sales & Service Advisor, Jake Giere

Tip#1 | Quality Feed

Regular feed samples and ingredient testing help make sure diets are well balanced and contain the right nutrients to support a healthy animal. Heartland Feed Services' Advisors can sample your feed and ingredients to maximize your herd health.

Tip#2 | Water Quality

Often overlooked, water quality can have a big impact on animal health and welfare. Our team recommends cleaning tanks at least once a week throughout the year. During warm months, feedlot cattle can drink up to 30 gallons per day per animal. Regular cleaning (1 x per week) is also good practice during the winter.

Tip#3 | Air Quality

Just like humans, livestock animals need good quality, clean air to breathe. Always check air quality when walking your pens – this includes stopping frequently, squatting down, and breathing in the air. This is the same level your cattle's heads are at most of the time. Doing this will give you a good indication of the quality of air they are breathing.

For more information you can contact Jamie Dues, Swine & Dairy Bull Calf Advisor, at Heartland Feed Services. Jamie is also a Ventilation Consultant.

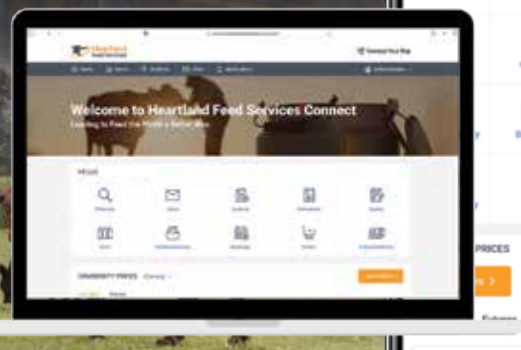
- Graham Helmlinger, VP of Feed Operations

INTRODUCING

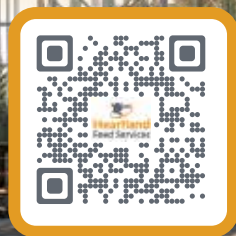
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AGRONOMY

Observations from the Combine

There are many useful things to look out for from the seat of the combine. While yield should command the most attention, noting changes in moisture and weed control can also be of value.

Phosphorous nutrition plays an important role in how fast a plant develops and dries down. Trials from Ohio have shown adequate phosphorous fertilization can lead to 3 points drier corn than areas of low phosphorus availability. Swings in grain moisture that cannot be attributed to changes in hybrids, could be the result of low phosphorus availability. Consider soil sampling areas of the field that have 2 points or higher moisture, the underlying cause could be nutritional.

Noting weeds present at harvest is not only useful for evaluating your herbicide program, but can also be a tip off to areas of low soil pH. Atrazine effectiveness decreases greatly when soil pH drops below 5.5. Patches of weeds in your field that cannot be attributed to poor stand might be the result of low soil pH breaking down your herbicide. Soil tests comparing "weedy patches" to "weed free" areas can be very insightful.

Grain moisture and weed control are just two indications of possible nutritional issues. Differences in stalk strength, test weight and plant height can be caused by several factors. Taking time now to identify these unusual areas for further investigation can improve next year's success. As always, your local Mercer Landmark Agronomist is always ready to assist you in planning next year's crop.

Landmark Maxx - Loyalty Rewards

We sincerely appreciate all of our member owners and value the relationships we've built over the years. For some, it's been a multi-generational relationship and for others, we're just getting to know each other. Wherever you and your operation are on that spectrum, we value your business.

Over the past few years, we've offered unique financing options that provided a low or zero percent interest rate as a reward for loyalty. As interest rates have risen, we've adjusted our financing options for the 2024 crop year, but we're confident that this offering is still very competitive and offers tremendous value for those who choose to participate in financing.

We recognize that not everyone chooses to participate in financing, so we've added additional loyalty rewards that will benefit every customer who chooses to partner with Mercer Landmark with four or more business segments.

If you have questions regarding these additional rewards, please contact your Crop Production Advisor to schedule a meeting to discuss what products and services meet your specific needs.

Be sure to complete your 2024 crop plan and sign up before January 15th to be eligible for these additional rewards.

- Greg Culp, VP Agronomy Sales + Marketing

	4 SEGMENTS	5+ SEGMENTS
REWARD PER \$1,000		
CP	\$10.00	\$12.00
SD	\$8.00	\$10.00
CN	\$3.00	\$4.00
REWARD PER GALLON OF LIQUID FUELS		
ENERGY (LIQUID FUELS)	\$0.03	\$0.05

	4 SEGMENTS	5+ SEGMENTS
REWARD PER BUSHEL		
CORN	\$0.015	\$0.02
SOYBEANS	\$0.035	\$0.05
WHEAT	\$0.040	\$0.06
REWARD PER \$1,000		
ENERGY (LUBRICANTS)	\$8.00	\$10.00

LOYALTY REWARDS

BUSINESS SEGMENTS

**CN-CROP NUTRIENTS • CP-CROP PROTECTION
SEED • FEED • ENERGY • GRAIN**

	BUSINESS SEGMENTS				
DISCOUNTS & FINANCING AVAILABLE	1	2	3	4	5+
Early order discounts: 5% before Jan 15, 2024 4% before Feb 28, 2024 2% before Mar 30, 2024	●	●	●	●	●
Volume discounts: 1% over \$50,000 3% over \$100,000 5% over \$150,000 <i>Fertilizer purchases contribute to total sales, but are not eligible for discounts. Volume discounts can only be applied to CP and Seed purchases.</i>	●	●	●	●	●
Input Financing 0% APR until January 1, 2025 Requires 100% Loyalty in all segments. Segments include CN, CP, Seed, Energy, Feed, Grain (all bushels marketed through Mercer Landmark)					●
Input Financing 2.99% APR until January 1, 2025 Requires loyalty in 4 segments + Grain up to financed amount.				●	
Input Financing 3.99% APR until January 1, 2025 Requires loyalty in 3 segments + Grain up to financed amount.			●		
Input Financing 5.99% APR until January 1, 2025 Requires loyalty in 2 segments + Grain up to financed amount.		●			
Additional Loyalty Awards				●	●

*Financing subject to approval.
Input financing program requires a commitment of bushels to be sold to Mercer Landmark.
Grain rewards are only paid on bushels delivered to Mercer Landmark facilities.*

YOUR MERCER LANDMARK TEAM

FEED SALES TEAM



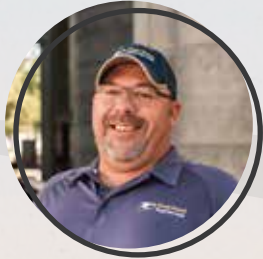
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