

MilloGram

Wenger's Feed Mill, Inc.



Our Mission: Providing Quality Feed for Quality Food

Vol. 22, No. 6, November - December 2009

Massey, Mount Joy, Muncy, Rheems, Shippensburg, and Spring Glen

From Barry Shaw

ALIGNED FOR GROWTH

This year's theme for our annual report is "Aligned for Growth," which supports our vision "To Continue to Grow."

throughout the organization to drive its vision successfully.

To continue to grow your share in the marketplace requires more than setting a vision. It requires flexibility, speed, innovation, and a detailed understanding of your customers and markets. And perhaps most importantly, it requires that an organization no longer operates within separate silos.

You have heard a lot of this before from me, but it is worth repeating, especially in today's economy where competi-

tion is becoming more aggressive than any time in history. To excel, manufacturers must have a working relationship with their customers, suppliers, and even their competitors. Business transactions and processes are becoming increasingly more complex, and customers are never static and never completely satisfied or they would not be successful. Thriving in this environment will demand real time decision making and access to information immediately. The customer's voice will drive decisions, and planning will be coordinated to ensure customers' needs will be met and exceeded.

Tomorrow's leaders will be the ones that continue to grow their relationships with their customers. To accomplish this in an environment of escalating change, companies will need to be aligned in order to operate a powerful, agile business model. They must learn how to cross traditional boundaries, ultimately gaining access to the organizations they serve and the information they need to help

Aligned, cont. on page 2



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Growth is critical to the success of any organization, and an organization must have all of its working parts aligned

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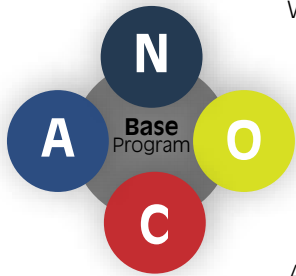
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What's New

INTRODUCING ESSENTIAL CHOICE™

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In conjunction with the new fiscal year, Wenger's is proud to introduce Essential Choice™, a brand created for the company's unique feeding programs.

All Wenger Essential Choice™ programs are made with quality tested ingredients and manufactured with ISO-certified processes in our feed mills. Enhanced environmental benefits are standard and include the use of phytase to decrease phosphorous levels in manure, crystalline amino acids to ensure nutritious feeds without over-formulation, and the recycling of grain products from the baking and brewing industries. New ingredients are tested in our research barns to ensure customer satisfaction.

In addition to our Essential Choice™ standard feed programs, the A, O, N, and C series are available to meet specific customer needs. Different series may be combined to reach a target market.

A SERIES: ANTIBIOTIC FREE

A Series feeds are produced without antibiotics or medications. These programs are available for swine and poultry. Our ISO certified processes for sequencing and flushing ensure no medications are in these feeds.

N SERIES: NO ANIMAL BY-PRODUCTS

N Series feeds are produced without animal by-products. Our ISO certified processes for sequencing and flushing ensure no animal by-products are in these feeds. This program is available for swine and poultry.

O SERIES: ORGANIC

O Series feeds are certified organic. Manufactured with only organic grains and ingredients, these feeds are available for organic swine and poultry.

C-SERIES: CUSTOM FORMULATION

C Series feeds are custom formulated programs to fit your unique requirements. Various additives and ingredients are available to meet specific needs ranging from yolk and broiler skin pigment to value-added Omega 3 eggs. Formulas are created by our in-house Ph.D. nutritionist.

The Essential Choice™ brand was launched with the introduction of the redesigned wengerfeeds.com. "The words within the brand name 'Essential Choice' indicate the importance of providing customers and prospects with essential nutrition choices to meet any need," noted Dave Dell, Vice President of Sales and Marketing. "Our base feeding programs provide numerous benefits that improve efficiency and enhance the environment, and we can also reach almost any target market with our series offerings."

build a successful partnership. What is learned will allow the necessary changes to be made from improved quality and cost reductions to looking for new ways to grow profitability by collaborating with customers and suppliers.

Companies need to look beyond their immediate relationships and work toward

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understanding the needs of their suppliers' customers. Ultimately, these relationships need to be built on trust. Start by looking for companies that have the same values you have.

With their roots firmly aligned for growth, they will grow through their expanding opportunities. Some companies will do it, and some companies will do it better. The ones that do it better will gain market share and be more profitable. They will be the successful companies of the future.

NEW WENGERFEEDS.COM

Wenger's online presence got an upgrade in late September with the launch of the new www.wengerfeeds.com.

The effort is the second redesign of the company web site since it was launched in 1999. Developed entirely in-house, the new site features more information about Wenger's custom feeding programs, egg division, and many services.



Check out our new web site, and look for the gift package icon (below). Find it on a page and e-mail the page location and your mailing address to webmaster@wengerfeeds.com, and you'll be entered to win one of four Wenger Feeds travel mugs. We'll accept answers until December 2, 2009. Winners will be notified by e-mail, and mugs will be sent on December 3.

Have a comment about our new site? Send it to us, webmaster@wengerfeeds.com.

GREEN TRUCKS

Rebecca Ranck, Environmental Coordinator

With 50 trucks on the road, Wenger's red, white, and blue feed delivery trucks are the most visible representatives of the company, and with new technology, the feed trucks are also "green."

Beginning in 2009, Act 124, the Diesel-Powered Motor Vehicle Idling Act required every driver to abide by stricter idling laws. No driver is allowed to idle for more than five minutes in any sixty minute period. Both Wenger's feed and egg delivery drivers fall under these new regulations. If any of our drivers have to idle for more than five minutes when not performing job-related duties, they must shut off their trucks. If they

Of the 50 trucks on the road, Wenger's currently has 9 Low NOx trucks and 6 more coming on board in fiscal year 2010.

are unloading feed or idling for egg delivery, they are allowed to idle up to fifteen minutes. Any location where trucks park or have the potential to idle is required to post signs saying no idling for more than five minutes.

Starting in January of 2008, Wenger's began purchasing new Mack trucks that have a Low Nitrogen Oxides (NOx) Solution for the California Air Resources Board (CARB). These MP7 and MP8 engines have been certified to meet California's 2008 criteria to limit emissions of NOx while idling. Trucks with engines which emit 30 grams or less per hour of NOx are not required to shut down after five minutes of idling according to California law. Customers who buy the MP7 and MP8 engines built after January 2008 have the option to specify the

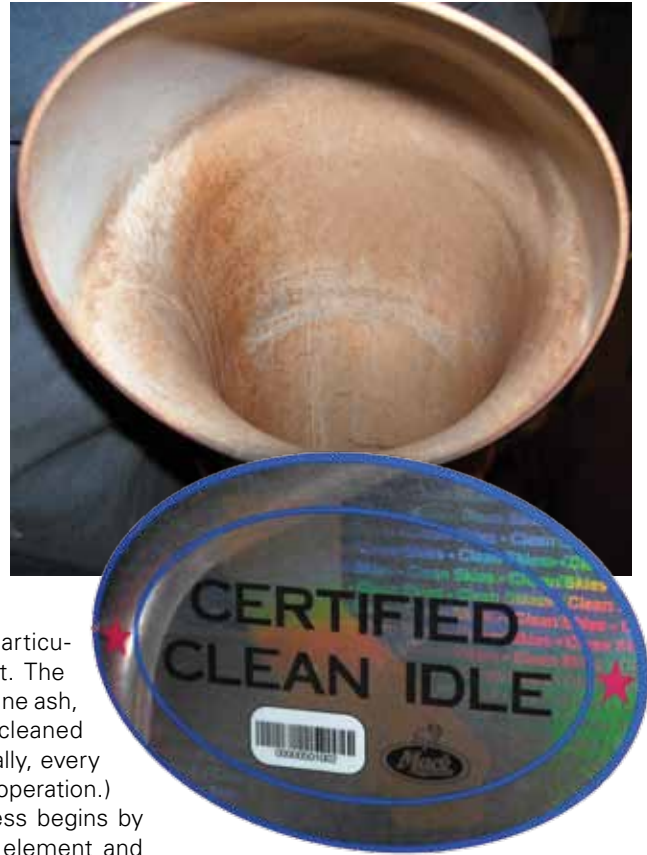
"Idle Emissions Certification – CARB 08." These trucks have decals affixed to the hood identifying the vehicle as meeting regulations. This allows drivers to idle their engines as needed, while still emitting extremely low levels of NOx.

Of the 50 trucks on the road, Wenger's currently has 9 Low NOx trucks and 6 more coming on board in fiscal year 2010.

In addition, the diesel particulate filters (DPF) in these trucks may also be recycled. DPFs use ceramic filter elements to trap and contain particulate matter in engine exhaust. The particulates are reduced to a fine ash, which must be periodically cleaned from the filter element. (Usually, every few hundred miles in normal operation.)

The remanufacturing process begins by blowing air across the filter element and removing ash and contaminants with a powerful vacuum. Filters with a high level of oil or particulate buildup are baked in an industrial oven to further reduce ash and contaminants. You can actually see the difference in a non-Exhaust Gas Recirculation engine with no DPF and an engine that has a DPF. The soot buildup inside the stack is very evident.

Transportation plays a key part in Wenger's sustainability initiative, and the new trucks purchased help the company attain its sustainability goals. (An excerpt of our initiative appears at right.) To read more about the sustainability initiative, see wengerfeeds.com/sustainability.html



Even after 100,000 miles, the stack of a truck with a diesel particulate filter shows virtually no soot buildup. This decal denotes a Mack engine with advanced emission controls.

We believe that the keys to sustainability are environmental integrity, meeting humanity's needs without harming future generations, and protecting natural resources. In all areas of our business—Manufacturing, Transportation, Egg Production, and Corporate—we strive to be sustainable.

Transportation: Delivering quality feed while maintaining awareness of environmental hazards that come with driving, vehicle repairs, and being conscious of waste and emissions generated.



Environmental Services

RESEARCH UPDATE: PULLET FEEDS

DR. KEVIN HERKELMAN, TECHNICAL SERVICES MANAGER

Wenger Feeds utilizes its three research barns to conduct trials on ingredients, feed formulas, management techniques, and breeds. Two recently completed trials led to some changes in the company's pullet feeding programs.

PULLET FEED ENERGY

In April 2009, Wenger Feeds completed research to study how energy levels affect the growth of Hyline W-36 pullets. Achieving optimal feed intake and body weight targets during the growing period is a challenge faced by many using high producing, lighter body weight birds. Elevated energy intake has been shown to increase body weight in pullets, and the goal of the study was to compare three different energy levels. During the study, which was held at a pullet research barn, the flock was split into three separate groups of 18,000 birds each.

Results: Performance was excellent for all pullets and livability and body weight targets were met in each group by week 17. The high energy formula yielded

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the lowest feed intake and best feed conversion to 17 weeks of age. An increased growth rate was also noted in the high energy group during the last 2 weeks. However, this improved feed conversion benefit was offset by a higher cost per ton, and feed cost was equal among the three groups.

Conclusions: Based on this research, it is confirmed that the Wenger Feeds PG line of pullet feeds deliver maximum performance and efficiency at the correct energy

levels. This research was conducted in a real production environment to ensure accurate results that can be put to work in your pullet barn.

PULLET FEED USING DDGS

In August 2009, Wenger Feeds completed research to study how Distiller's Dried Grains with Solubles (DDGS) impact performance of a Hyline W-36 pullet. University trials have proven that DDGS may be used in relatively high levels in layer feed without affecting performance; however, the use of DDGS in pullet feed has not been widely researched. This study was held at a pullet research barn, where the flock was split into three separate groups of 18,000 birds each. Three different DDGS levels were fed, and performance and feed cost were evaluated.

Results: At 18 weeks of age, the two diets containing higher levels of DDGS had superior feed conversion and body weight. Livability exceeded breeder standards, and performance was very good in all three groups. As the level of DDGS increased, feed costs decreased. At the time this study was completed, the high DDGS level represented an approximate \$0.05 per bird savings through week 18 in lower feed costs.

Conclusions: Feeding increased levels of DDGS to the Hyline W-36 pullet can reduce feed costs through 18 weeks of age. Body weight and livability can be maintained at very good levels. As a result of this research, the Wenger Feeds pullet feeding program has been adjusted to include more DDGS to maximize performance and efficiency.

To receive more detail on either of these research trials or to understand the potential benefit in your flock, please see your account leader.



BROILER RESEARCH HOUSE OPENS

Wenger's Technical Services Department recently realized its goal of obtaining a broiler research house to complement the layer, pullet, and swine research houses used by the company. Wenger's was able to partner with Sullivan Poultry to build a research barn on the South Creek Acres Farm owned by Gary Taylor.

"This barn fits into our research system and will allow us to test ingredients and even broiler breeds. It's an important development for this growing segment of feed customers."

development for this growing segment of feed customers. We should be able to create trials that could ultimately improve their performance."

As with the three other research facilities, the strength of this barn is its similarity to real world conditions. The

Account Leader Bob Sydell noted the importance of the facility, "This barn fits into our research system and will allow us to test ingredients and even broiler breeds. It's an important



South Creek Acres Farm, Wenger's new broiler research facility.

floor house is divided into five pens, two of which will be used as controls. Each pen has its own feed and watering system. The barn contains ten feed bins to allow for multiple feeding trials. Like the swine research barn, all feeding and housing information can be accessed remotely to allow for constant monitoring of feed consumption.

The research barn was housed on November 5. Technical Service Manager Dr. Kevin Herkelman will oversee the trials. Feed for the Allenwood-based farm will be manufactured at the Muncy Mill.

IT: SAVING RESOURCES AND ELECTRICITY

Wenger Feeds' Information Technology (IT) Department saved both resources and electricity by instituting a virtual environment in the company's main server room.

"In the past, we had several servers running different applications. With virtualization, we were able to consolidate all our applications

With one machine doing the work of 8, the server room also uses a lot less electricity, about 7 amps less.

on one PHYSICAL machine," noted Network Administrator Chad Garber. The new machine is really a series of hard drives topped by a series of processors. The isolated hard drives allow

IT to add capacity as needed. "We have eight hard drives now with capacity for an additional seven, which would effectively quadruple our current disk space."

With one machine doing the work of 8, the server room also uses a lot less electricity—about 7 amps less. In addition, the new system is easier to back up, requires less time to maintain, and expands easily. "If we decide we need another machine, we can add one virtually for just the cost to license the Windows software. This saves us the thousands it would have required to purchase entirely new hardware," noted Chad.





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The MilloGram is published six times a year for our customers, employees, neighbors, and friends.

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What's Behind a Better Return?

We partner with suppliers to test the latest ingredients and management techniques in our research facilities. Our innovations in layer feeds can give you the competitive edge.

Wenger Feeds: Let our research be your advantage.



WHAT'S NEW

► **RESEARCH** Did you know that Wenger's Technical Service department utilizes research barns to test feed and feed ingredients before they're offered to our customers? Our innovations are tested in our barns before they reach yours. Read more on page 4.

► **HOW CAN WE HELP YOUR BUSINESS?** See www.wengerfeeds.com for a complete list of our services.

Learn More

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