



Sharing Creates Success

F. Barry Shaw

During times of limited economic growth when sales are hard to come by, advances in productivity can have a significant impact on a company's bottom line. Companies that continue to focus on the customer, improving the processes that add value and eliminating those that do not, are well positioned for periods of growth in the future. However, when companies focus totally or solely on the bottom line, their future growth can be in jeopardy. Please don't misunderstand me. There's nothing wrong with making money. However, it's not a goal that will make you successful.

In the book, "The Go-Giver" by Bob Burg and John David Mann, they write that the real key to such success is "giving." They go on to write that most people struggle with this concept. You can't go in two directions at the same time. Trying to be successful with making money as your goal, you lose sight of the most important goal—serving and helping others reach their goals. Successful people and companies keep their focus on what they are giving. Sharing with others, whether they are customers, suppliers, and employees, is what creates their success.

The big questions most people ask, according to Burg and Mann, is that people will take advantage of you when you are focused on giving and serving others. "In life, you often don't get what you want. But here's what you do get—you get what you expect." To put it another way, what you focus on is what you get. You've heard the expression "Go looking for trouble and you will find it." Go looking for the best in people, and you will be amazed at how much talent, ingenuity, empathy, and good you will find. "Ultimately, the world treats you more or less the way you expect to be treated." Sounds pretty much like the Golden Rule—"Do unto others as you would have them do unto you."

At Wenger Feeds, we have six key initiatives with our Vision Statement. The last is our financial initiative and for a very

Our Mission: Providing Quality Feed for Quality Food



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good reason. If we accomplish the first five, we don't need to worry about the sixth. I am a strong believer in that the more you give, the more you will receive. Try this simple bit of philosophy in 2012, and you will be surprised at the success that will come your way.

Have a great and successful 2012!

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Mycotoxins a Concern in 2011 Corn Crop

As the 2011 corn crop began to arrive at Wenger Feeds' mills, the Quality Assurance and Purchasing departments recognized that the wet stormy weather across the Midwest and Northeast as well as the hot, dry, summer weather in the South meant the potential for high mycotoxin levels.



To help quickly identify potential areas of concern, the quality assurance lab conducted testing on all incoming corn loads for two weeks in October at all locations. Composite findings from this study show that levels are as high as they were two years ago, when mycotoxins were also a concern. With these findings, the company moved quickly to institute procedures for the procurement of corn, much of which is purchased locally.

Specifically, the two weeks of testing indicated that Vomitoxin or DON levels were highest primarily in the Northern Pennsylvania region. These toxins are of most concern in swine diets. Pigs have a high susceptibility to backing off feed and dropping in performance at relatively low levels (>1 ppm) of these toxins.

A second area of concern is the Massey, Maryland area where elevated levels of Aflatoxin were a concern. Layer feed is the primary feed manufactured at this location. In layers, Aflatoxin can decrease egg production, decrease body weight, increase the incidence of fatty livers, and increase susceptibility to other diseases.

As a result of the regional differences, Wenger Feeds will continue the testing program on an individual location basis rather than on composite samples. This will help identify problem sources and enable us to communicate to grain suppliers on origins that are of concern.

Using FDA Advisory levels for corn, Quality Assurance will monitor loads by origin. When corn from specified origins does not meet advisory levels, the company will work with the supplier base to ensure that corn from those origins is not shipped to Wenger mills. Wenger Feeds will request that the point of origin be removed from consideration until next year's crop or until cleared through additional testing.

In the interim, the Sales Team will be sharing the extensive test results with customers to help them to plan a strategy for their feed use. "We're meeting with customers and sharing the results of our mycotoxin testing to help them determine whether to use alternative ingredients or products designed to help mitigate certain risk factors," noted Product Support and Development Manager Dr. Kevin Herkelman. If you have questions, please see your Account Leader.

SUSTAINABILITY CORNER

Green Resources for Your Business

Green Plus recently launched a podcast series entitled, *Are You There Yet?* The podcasts will offer tips on an aspect of greening your business (waste reduction or energy efficiency measures) and feature a participating Green Plus business that excels in that particular area." New episodes available here: <http://gogreenplus.org/tag/podcast/>

Wenger Feeds has been Green Plus certified since 2010.

CHEMSWEEP PROVIDES SAFE PESTICIDE DISPOSAL Agricultural businesses and pesticide applicators in 20 Pennsylvania counties will be able to dispose of unwanted pesticides safely and easily in 2012 through the Department of Agriculture's CHEMSWEEP program.

Each year, many pesticide products are discontinued or phased out, leaving growers, commercial establishments, and applicators with materi-

als that cannot be placed in landfills. Licensed pesticide applicators, pesticide dealers, and commercial pesticide application businesses in the designated counties are eligible to participate. CHEMSWEEP will cover the disposal cost for the first 2,000 pounds per participant. Above that level, participants will be billed at the contracted price. To register or to find additional information and a list of eligible counties, visit <http://bit.ly/swa711>.

Revised Manure Management Manual

NEW ONLINE TOOL ASSISTS FARMERS IN DEVELOPING PLANS

Rebecca Ranck, Compliance Coordinator

On October 29, 2011, the Pennsylvania Department of Environmental Protection published the final revision of the Manure Management Manual. The Land Application of Manure supplement to the Manure Management Manual is established under 25 Pa. Code Section 91.36(b) and provides the opportunity for small farms to develop and implement manure management plans, which are consistent with the criteria required by the DEP for any permit it administers.

Revisions to the manual began in 2009 with an initial discussion at the December 2009 Agricultural Advisory Board. The DEP worked with a subcommittee of the Board that included farm organizations, environmental organizations, Penn State University, NRCS, and the State Conservation Commission Staff to develop the major changes in the manual. On August 14, 2010, the revisions made to the manual were published for comment in the PA Bulletin. The 90-day comment period ended on November 13, 2010.

During the comment period, DEP received comments from 164 individuals. Many of the changes made to the manual were based on the comments received. The most significant changes included reducing the proposed 150-foot setback from environmentally sensitive areas to 100 feet—specifically noting that winter application is discouraged but not prohibiting this practice. Also, a “workbook” was created that can be filled in to create a manure management plan.

DEP will be conducting training of tech-



PA One Stop was created to provide online tools to help farmers meet regulatory requirements for Conservation and Nutrient Management Planning.

nical service staff and outreach to the agricultural community to create awareness of the revised Manure Management Manual. DEP will be partnering with Penn State, county conservation districts, and others to fulfill the outreach goals.

PA ONE STOP

PA One Stop was created to provide online tools to help farmers meet regulatory requirements for Conservation and Nutrient Management Planning. This tool was developed by Penn State in collaboration with the PA State Conservation Commission, the PA Department of Agriculture, the PA DEP, USDA Natural Resources Conservation Services, and

the National Consortium for Rural Geospatial Innovations in America to assist farmers with the development of manure management plans and maps associated with those plans. You can find the tool at: www.paonestop.org. This tool will be able to generate high-quality maps based on aerial imagery; allow farm information to be saved online for future edits and usage; automatically calculate field acreage; help to meet regulatory requirements designed to protect water sources; and allow farms to extract NRCS soils data for individual fields. This tool does not require any specialized software, and plans can be completed through a secure online interface.



Environmental Services

Wenger Feeds honored by Lancaster Farmland Trust



Jim Adams (center) receives an award from Herman Bontrager and Carol Gundel Falk. Wenger Feeds was honored as Corporate Sponsor of the Year.

Wenger Feeds received the Corporate Sponsor of the Year award from Lancaster Farmland Trust at their annual banquet in November. The award recognized the holiday giving campaign conducted by the company last year. According to the Trust, “the award is given to a business that shows outstanding commitment to Lancaster Farmland Trust’s mission and goals, evidenced by their significant financial support.”

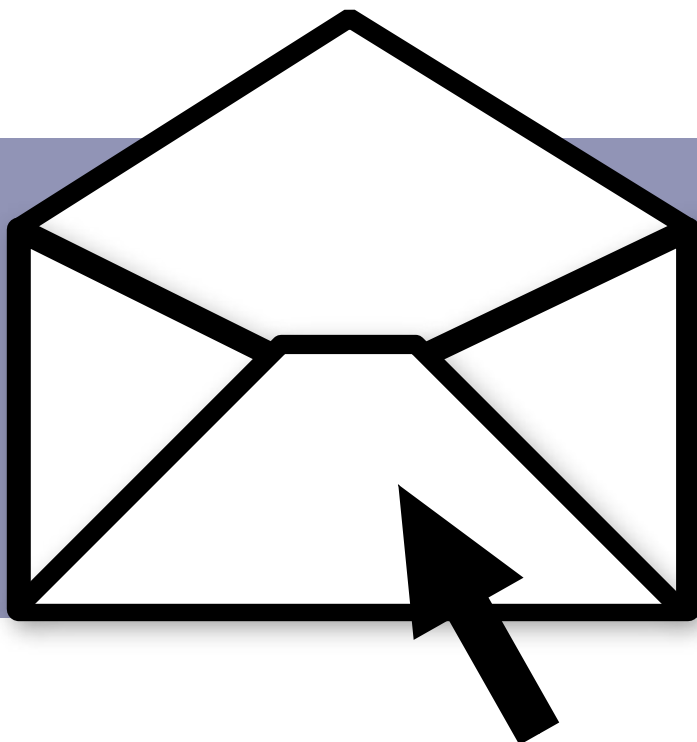
The 2010 giving campaign, which was mailed with the company’s holiday cards, generated over \$6,000 in contributions from employees, vendors, and customers. The total amount was then matched by Wenger Feeds, and due to a county commissioners’ challenge grant applicable in 2010, the total donation was matched again.

In addition to the company’s award, Transportation Accountant Deb Patterson and EMS Driver John Patterson were named Volunteers of the Year by the Trust. The Award recognizes, “individual advocates (who) give their time and efforts to promote farmland preservation in Lancaster County.”

Wenger Feeds is participating in the holiday giving campaign for 2011. “We were happy to support the Lancaster Farmland Trust’s campaign. We’re very supportive of any effort to preserve farmland in Lancaster County,” noted Chief Administrative Officer Jamie Rowley.

The Lancaster Farmland Trust, which will turn 25 in 2013, recently made headlines by announcing its goal, in concert with the Lancaster County Agricultural Preserve Board, of reaching 100,000 acres under easement by 2013.

No county in the nation has preserved 100,000 acres of farmland. Combined, the two organizations have protected from development 1,151 farms on 90,794 acres.



E-MAIL CONFIRMATION MAKE TECHNOLOGY WORK FOR YOU

Wenger Feeds has a system that sends e-mail confirmations when you place, cancel, or change an order. The confirmation e-mail will include details of your order, change, or cancellation for your review.

If you would like to receive confirmations of your orders, please contact Barry Hoffer at bhoffer@wengerfeeds.com.

Fast Turnaround, Reliable Information

WENGER FEEDS OFFERS LABORATORY SERVICES

If you need fast, reliable information to make sound business decisions, Wenger Feeds Laboratory Services can help. We offer fast turnaround and a variety of services to meet the needs of your business.



Laboratory Services

Laboratory Services offers feed ingredient analysis using NIR spectroscopy. NIR is an acronym for near-infrared. The testing method is a simple process of grinding a sample and allowing the NIR instrument to analyze and calculate the nutrient levels of the product. This service is available for most commonly used bulk feed ingredients, and it provides fast, accurate results.

FEED AND INGREDIENT ANALYSIS

In addition to NIR, Laboratory Services offers mycotoxin testing for Aflatoxin, T-2 Toxins, DON (Vomitoxin), Fumonisin, and Zearalenone. Other feed analyses including particle size, pellet durability, moisture, and salt are available to support any quality assurance program.

WATER TESTING

An array of water tests including hardness, pH, iron, nitrates, sulfates, E.coli, and total coliform are available.

FEED TESTING

For customers who require wet chemistry analysis, the lab can package your sample to refer to an outside lab for protein, calcium, phosphorus, sodium, fat, urease activity, trypsin inhibitor, pesticide, protein, fat, fiber, calcium, or moisture testing.

EGG TESTING

Shell strength, Haugh Units, yolk color, and egg shell thickness tests are available. In addition, egg testing customers get access to the company's extensive database of testing results. Egg quality reports feature a comparison of historical results compared to other flocks of the same bird strain and age. The company's poultry database contains multiple bird strains and hundreds of individual tests.

FLOCK HEALTH MONITORING

Laboratory Services also offers quick turnaround on serology for Infectious Bronchitis, Newcastle, AE, IBD, MG, and MS.

SERVICES AND EXPERTISE

With expertise, facilities, and a variety of available services, Laboratory Services can be a valuable resource for your business. The company's efficient laboratory allows for quick turnaround and swift reporting of results via fax or e-mail.





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WHAT'S NEW

► GRAIN RECEIVING CAMERAS

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