Welcome
9th Annual Farmer Cooperative Conference
Opportunities for Cooperatives
   Environmental Management
   New Service Opportunities for Cooperatives

Jim Shelton
Agronomy Division Manager
Landmark Services Cooperative

What is “Landmark Services Cooperative”? |
✦ Locally owned Wisconsin based cooperative.
✦ 23 locations in South Central Wisconsin & Northern IL
✦ Trade Territory of nearly 200 miles N & S and 100 miles E & W
✦ Total Sales Volume $170 million + -
✦ Core Business
  ✦ Agronomy  Energy  Feed  Grain
✦ Supporting Divisions & Areas
  ✦ Hardware, C- Stores, HVAC, Tires, Logistics, Property Investments
✦ Employee Numbers exceeding 350
✦ Landmark Agronomy was formed in 2001 between 2 coops, 1 Agro/Terra location, and 1 Agrilance Agronomy Center.
✦ Landmark Services Cooperative was formed in 2003 between 2 local cooperatives
✦ Landmark is fortunate to have a very Progressive & Dedicated Board of Directors
What encompasses "Landmark’s Agronomy Division"?

- Started with 10 locations now down to 7.
- 6 Locations in South Central Wisconsin
- 1 Location in North Central Illinois.
- 120 Full time associates adding another 50 in peak seasons.
- Currently at $35 million in sales and climbing (Except CP)
- Annual Plant Food Tons handled - Nearly 70,000 tons
- Agronomy Business Focus
  - Plant Food  Crop Protection  Seed Solutions  Custom Applications
  - Precision Ag  High Q  NMP  Storage / Warehousing
- Storage & Warehousing
  - Warehouse leased by major Crop Protection distributor.
  - UAN storage leased to a Landmark competitor.
- Field & Road Assets
  - Over 50 Units involved with custom application.
  - Supporting truck fleet numbers exceeds 120

Who is Jim Shelton? Talk about a Story of Change

- 1974- Enter the business as Custom Applicator at Newman's Seed & Feed, Juda, WI
- 1978- Started doing Retail Sales of Feed, Seed, and Agronomy.
- 1982- Promoted to Manager of Newman’s
  - In 1982 Newman's sold about 500 tons of fertilizer.
  - Expanded plant 1983, built a second plant near Rockton, IL
- 1994- Sold Newman’s to Cenex/LOL as an Agronomy Center
  - Newman’s sales had now grown in excess of $11 million with over 20,000 tons fertilizer
  - I stayed on to manage both of Newman’s Plants
- 1999 Cenex/LOL Agronomy became part of Agriliance
- 2001- Agriliance sold our plant to Landmark
- 2001- I was named General Manager of Landmark Agronomy with 10 plants
- 2003- Became Agronomy Division Manager of Landmark Services Cooperative.
- 2006- Another successful year for Landmark Agronomy so it looks like I will be around for 2007.
New Member Service
Opportunities for Cooperatives

÷ We are here to talk about “New Service Opportunities” for Cooperatives.
÷ Great Idea….. But sometimes challenging to develop.
÷ Why is it so important to develop these Opportunities?
÷ You can sum it up in 2 words

C R O P P R O T E C T I O N

“A Profit Center in the Past.”
“A Liability in the Future?”

Successful Ag Retailers will need to make a decision

1. High Service
   High Value
   Good Profit levels
2. High Service
   Low Value
   Low Profit levels
3. Low Service
   Low Value
   Profit ????
Crop Protection
The Change

- In 1987, there were around 10,000 dealers in the US; today there are 4,000 of which 2,000 are in the Corn Belt
- Managing Ag Retail with fewer dealer rebate dollars
- Need to Grow Partnerships with seed suppliers, distributors AND Crop Protection manufacturers.
- Manufacturers forming stronger relationships with key growers, through direct seed sales or direct seed service.
- Need to sell staff’s expertise, equipment investment, supply capabilities
- Ag Retailers must understand the different levels of service and expertise that the Cash and Carry type market pricing brings to their market.
  - When competing in a Cash & Carry Market, you need to reduce your service & expertise to meet the reduced profit levels this market supports.
  - In a Cash & Cary market, we will need to look less like Landmark, and more like a FARM & FLEET.

Crop Protection
The Change

Nationwide, what is Agronomy’s biggest concern?

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales 1</th>
<th>Sales 2</th>
<th>Sales 3</th>
<th>Sales 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>8.4 Billion</td>
<td>3.6 Billion</td>
<td>3.6 Billion</td>
<td>1.3 Billion</td>
</tr>
<tr>
<td>2008</td>
<td>9.2 Billion</td>
<td>2.6 Billion</td>
<td>3.8 Billion</td>
<td>2.8 Billion</td>
</tr>
</tbody>
</table>
Crop Protection
The Change

From Landmark’s perspective, what could this challenge look like?

<table>
<thead>
<tr>
<th>Year</th>
<th>Landmark “Status Quo” Sales</th>
<th>% Loss</th>
<th>Est. Gross Profit</th>
<th>% Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$8.9 Million</td>
<td>$1.8 million</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Predicted</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>$7.2 Million</td>
<td>-20%</td>
<td>$1.44 Million</td>
<td>20%</td>
</tr>
<tr>
<td>Actual</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>$7.8 Million</td>
<td>-12%</td>
<td>$1.56 Million</td>
<td>20%</td>
</tr>
<tr>
<td>2007</td>
<td>$6.7 Million</td>
<td>-14%</td>
<td>$1.34 Million</td>
<td>20%</td>
</tr>
<tr>
<td>2008</td>
<td>$5.8 Million</td>
<td>-13%</td>
<td>$1.16 Million</td>
<td>20%</td>
</tr>
</tbody>
</table>

LOST GROSS PROFIT $640,000.00 (1.8% Net Profit)

What was your Agronomy Division Net Profit this year?
Can you say ROUND UP?

Landmark’s Environmental Management
Service Opportunities

An answer to help curb the downturn in Crop Protection?

Nutrient Management

- Landmark currently provides a full range of Nutrient Management.
  - Our staff of 20 full time APS’s are
    - CCA (Certified Crop Advisors)
    - TSP (Technical Service Providers)
- Most were already CCA certified which is a major education challenge to complete the course and pass the test.
- We then sent them to hours and days of training and certification to become TSP’s.
- We also had one of Wisconsin’s leading Nutrient management specialists already on staff to drive this program forward.
**Landmark’s Environmental Management Service Opportunities**

We provide Nutrient Management Services in the Following Areas:

- **590 NMP** (Nutrient Management Plan)
- **CNMP-** (Comprehensive Nutrient Management Plan) Including:
  - NPDES (National Pollutant Discharge Elimination System)
  - WPDES (Wastewater Wisconsin Pollutant Discharge Elimination System)
  - 590 NMP
  - Engineering Services (Subcontracted to area Engineering firm)
- Detailed Record Keeping
- Manure Sampling
- Hourly service fee
- GPS Grid Soil Sampling

**Landmark’s Environmental Management Service Opportunities**

**CHALLENGES – Governmental & Regulatory**

- Enjoying input, discussion, and a difference of opinion in NMP from:
  - USDA NRCS *(United States Department of Ag, Dairy Natural Resources Conservation Service)*
  - WDNR *(Wisconsin Department of Natural Resources)*
  - WDATCP *(Wisconsin Department of Agriculture, Trade and Consumer Protection)*
  - DCMM *(Dane County Manure Management & Task Force)*

- These 4 product government agencies continue to have ‘Turf Wars” over requirements, regulations, and procedures.
- DCMM adds a 4th level of expertise to NMP on a county level.
  - Keep in mind that Dane County encompasses Madison, those familiar with Wisconsin will figure out where this one is going....
Landmark’s Environmental Management Service Opportunities

**CHALLENGES – Landmark**

- Keeping up with past, current, and future regulations is nearly impossible with our APS Staff of 20.
- Since our expansion into this area, we have found we are better off with 1 or 2 APS Specialists in NMP.
- NMP takes an APS off the road for days, weeks, and for a large dairy as much as a month or more if a CNMP is involved.
  - What is the APS not doing during the NMP work?
    - Selling Plant Food
    - Selling Crop Protection
    - Selling Seed Solutions
    - Keeping Competitors at bay.
- NMP dilutes the APS’s efforts in the country.

Landmark’s Environmental Management Service Opportunities

**CHALLENGES – TSP**

- TSP Funding was slow & brought little to Farmers or Ag Retail initially.
- TSP Funding is improving on paying Growers for some of the services they have paid for in the past.
  - RZB- Deep Placement Root Zone Banding
  - GPS Grid Soil Sampling
  - NMP for Grain Farmers (no livestock)
- NMP for Grain Farmers, in some states, severely restricts the amount of nutrients they may apply.
- Is this a viable plan to maximize Farm income as the corn prices continue to move up higher, perhaps looking at $3.80 corn in April on the CBOT, just to get some TSP money?
Landmark’s Environmental Management
Service Opportunities

**LANDMARK PERFORMANCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>NMP Sales $$</th>
<th>Change $ from 2004</th>
<th>Change % From 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$24,464</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2005</td>
<td>$40,945</td>
<td>$16,481</td>
<td>166% Increase</td>
</tr>
<tr>
<td>2006</td>
<td>$86,315</td>
<td>$61,851</td>
<td>350%</td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NMP Increase</td>
<td>$61,851</td>
<td></td>
</tr>
<tr>
<td>CP Decline by 2008</td>
<td>-($640,000)</td>
<td></td>
</tr>
<tr>
<td>Net Decline</td>
<td>-($578,149)</td>
<td></td>
</tr>
</tbody>
</table>

**Landmark’s Environmental Management Service Opportunities**

Where else can we go to make up the CROP PROTECTION DECLINE?

- It is obvious that NMP alone will never replace Crop Protection.
- In fact, as we reviewed APS sales performance, those who are heavily involved with NMP have a harder time growing and maintaining sales in other crop inputs.
- NMP is at the expense of our other core business.
- Even one NMP Specialist with $86,315 in total sales leaves pretty much $0 net profit for Landmark
**Landmark’s Environmental Management Service Opportunities**

What other areas can Ag Retailers use to replace Crop Protection

We formulated a 3 year plan starting in 2005

- **Precision Ag**
  - Landmark has always been aggressive in Precision Ag, starting in the early 90’s.
  - We refocused our emphasis and APS staff back on Precision Ag.
  - Developed even more tools for our APS staff to promote Precision to Growers.
  - Precision Ag greatly increases farm net income. Proof? It is called High Q.

- **Seed Solutions**
  - It is obvious to anyone that increasing seed sales is a big part of the puzzle.
  - We refocused our emphasis and APS staff to greatly increase seed sales.
  - Tie programs between Crop Protection and Seed are growing larger.
  - Seed traits and technology $$ are replacing Crop Protection $$.
  - CB / CRW corn are aggressively moving yields and Net Farm Profits higher.
  - Proof?

**Landmark’s Environmental Management Service Opportunities**

More on the 3 Year Plan

- **Secondary and Micro-Nutrients**
  - This is an area that Ag Retail can improve in greatly.
  - We focused our emphasis and APS staff on Micro-Nutrients.
  - Micro-Nutrients also bring increased Net Farm income.
  - Proof? High Q.

- **RZB- Deep Placement Root Zone Banding.**
  - This has been a necessary evil we have started because our competitors offer it.
  - You will not find a more complicated, time consuming method to apply plant food.
  - Yes, it does add income. However, these operations bring huge overhead.
  - Growers see a major benefit with RZB, capturing greater net farm income.
  - Proof?
## Landmark’s Environmental Management Service Opportunities

**LANDMARK PERFORMANCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Precision Ag</th>
<th>RZB Deep Zone Banding</th>
<th>Seed W/ Pioneer 03-05 *06 W/O</th>
<th>Micro-Nutrients</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>$228,640</td>
<td>$48,481</td>
<td>$3,486,358</td>
<td>$361,897</td>
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<tr>
<td>2004</td>
<td>$282,664</td>
<td>$60,616</td>
<td>$3,740,135</td>
<td>$452,663</td>
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<tr>
<td>2005</td>
<td>$370,840</td>
<td>$66,777</td>
<td>$4,625,782</td>
<td>$628,196</td>
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<tr>
<td>2006</td>
<td>$523,419</td>
<td>$79,793</td>
<td>$4,866,262</td>
<td>$567,421</td>
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<tr>
<td>4 yr Increase</td>
<td>$294,779</td>
<td>$31,312</td>
<td>$1,379,904</td>
<td>$205,524</td>
</tr>
</tbody>
</table>

*Now for the rest of the story. Pioneer*

## Landmark’s Environmental Management Service Opportunities

**LANDMARK PERFORMANCE**

<table>
<thead>
<tr>
<th>Product</th>
<th>Sales Increase</th>
<th>Sales less Product Cost</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMP</td>
<td>$61,851</td>
<td>$61,851</td>
<td>Service Income</td>
</tr>
<tr>
<td>Precision Ag</td>
<td>$228,640</td>
<td>$228,640</td>
<td>Service Income</td>
</tr>
<tr>
<td>RZB</td>
<td>$31,312</td>
<td>$31,312</td>
<td>Service Income</td>
</tr>
<tr>
<td>Seed</td>
<td>$1,379,904</td>
<td>$137,990</td>
<td>Inventoried Product</td>
</tr>
<tr>
<td>Micro-Nutrients</td>
<td>$294,779</td>
<td>$73,695</td>
<td>Inventoried Product</td>
</tr>
<tr>
<td><strong>NET INCREASE</strong></td>
<td><strong>$533,488</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Landmark’s Environmental Management Service Opportunities

**LANDMARK PERFORMANCE**

<table>
<thead>
<tr>
<th>NET INCREASE</th>
<th>$533,488</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP Decline by 2008</td>
<td>(-$640,000)</td>
</tr>
<tr>
<td>Net (Short) Long</td>
<td>(-$106,512)</td>
</tr>
<tr>
<td>Remaining Shortfall by 08</td>
<td>17%</td>
</tr>
</tbody>
</table>

✓ We have just over $100,000 to make up over the next two years.
✓ Is this achievable?
✓ Vigilance in Expense Control will need to continue.

➢ If Crop Protection moves more to Cash & Carry, APS’s, warehousing & delivery will need to move more Wal-Mart...

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### Precision Ag Worksheet

**How do we prove to Growers, our direction works?**

**How much did you pay for Potash?**
- 10.27 $ / ton
- $ 10.00 / ton

**How much did you pay for DAP?**
- 10.27 $ / ton
- $ 10.00 / ton

How much Potash do you usually apply per acre? 
- Usually applied

How much DAP do you usually apply per acre? 
- Usually applied

**Historically, how much fertilizer is applied in the wrong areas of the field?**
- 20%

**What is the cost of conventional application of fertilizer?**
- $ 2.10 / acre

**What is the cost of GPS variable rate fertilizer application?**
- $ 2.00 / acre

**What is the cost of GPS variable soil test?**
- $ 0.90 / acre

Is there a benefit of using GPS technology to apply plant food with high fertilizer prices?

- Yes

Conventional Cost per acre of fertilizer and application:
- $ 3.35
- $ 0.00

Conventional application of varied fertilizer:
- $ 0.96
- $ 0.34

GPS grid soil testing cost divided over four years, plus variable rate application divided over two years:
- $ 6.85

**GPS fertilizer factor**: The present amount of fertilizer required will increase with the sale of GPS (compared to your conventional way).

**Com Bu/Acre**
- $ 1.00
- $ 2.00

**Soybeans Bu/Acre**
- $ 2.00
- $ 2.50

**Com Bu/Acre**
- $ 1.00
- $ 2.00

**Soybeans Bu/Acre**
- $ 2.00
- $ 2.50

**Example**
- 30 bu / acre, 100 acres
- $ 30.00 / bu
- $ 100.00 / acre

**GPS soil testing & application with fertilizer prices**
- $ 1.00 / bu
- $ 2.00 / acre

** Grimm & Sons**

While per acre gainential/ton using GPS soil testing & application in the example:

- $ 2.00 / bu
- $ 30.00 / acre

**GPS soil testing & application with fertilizer prices**
- $ 1.00 / bu
- $ 2.00 / acre

**GPS soil testing & application with fertilizer prices**
- $ 1.00 / bu
- $ 2.00 / acre

**GPS soil testing & application with fertilizer prices**
- $ 1.00 / bu
- $ 2.00 / acre
Landmark’s Environmental Management

A NEW Service to save existing and build new Ag Retail business.

Because the more you learn, the more you earn.

High Q
Mission Statement
High Q is a Landmark investment and commitment to our present and future loyal customers to help improve your crop production and to insure your continued success in the future.

High Q
Vision Statement
High Q will help loyal Landmark Patrons to be successful against emerging foreign markets and your local competitors that may constantly change our ability to compete within these markets.
Landmark’s Environmental Management
How It works.

Advantages for HighQ Partners

➤ Very few people are in the industry trying to help Ag Retailers adapt to the future. (using information collection, management and analysis to survive in this business in the future).

➤ Most of the industry is struggling to see what the future may be.

➤ With High Q, it helps us have the ability to steer the future some and to adapt quickly to change.

Landmark’s Environmental Management
How Landmark is building RELATIONSHIPS with Progressive Growers

➤ Collecting Grower tillage data
➤ Collecting Grower Seed Technology Data
➤ Tracking & Collecting Planter Data.
➤ Yield Monitor & data Collection
➤ Yield Analysis
➤ In Field Trials
➤ New Products
➤ Better Management
➤ Record Keeping

➤ GPS Soil Sampling
➤ Variable Rate Application
➤ Variable Rate Seeding
➤ Scouting
➤ RZB Deep Placement
➤ Proven Higher Yielding Products
➤ Proven Higher Yielding Recommendations
➤ Proven results to move Growers to the next level of production.
➤ Maintain & Create LOYAL Patrons
Landmark’s Environmental Management

Typical University, Chemical, & Seed Companies "Information Plot"

Landmark’s Environmental Management

HighQ “Common Sense Test Plot”

- Acres tracked by Landmark 2006
  100,000 Acres

- Acres tracked by The River Bend Community
  250,000 Acres

Each Acre is a Test plot.
Landmark's Environmental Management
Snapshots on High Q increasing Grower Profits

Top 10 Corn Varieties

<table>
<thead>
<tr>
<th>Variety</th>
<th>Avg Yield</th>
<th>Fields</th>
<th>Total Acres</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>BT - Dekalb DKC52-45BTY</td>
<td>212.4</td>
<td>6</td>
<td>204</td>
<td>High</td>
</tr>
<tr>
<td>Yellow Dent - Croplan Genetics DS107</td>
<td>196.5</td>
<td>6</td>
<td>143</td>
<td>High</td>
</tr>
<tr>
<td>BT - Pioneer P34N45RRCB</td>
<td>195.2</td>
<td>4</td>
<td>149</td>
<td>High</td>
</tr>
<tr>
<td>BT - Croplan Genetics 601BT</td>
<td>191.1</td>
<td>4</td>
<td>82</td>
<td>High</td>
</tr>
<tr>
<td>BT - Croplan Genetics 501C94BW</td>
<td>185</td>
<td>17</td>
<td>422</td>
<td>High</td>
</tr>
<tr>
<td>Yellow Dent - Pioneer P36B08</td>
<td>177</td>
<td>26</td>
<td>889</td>
<td>High</td>
</tr>
<tr>
<td>Yellow Dent - Pioneer P34A15</td>
<td>174.2</td>
<td>6</td>
<td>162</td>
<td>High</td>
</tr>
<tr>
<td>BT - Pioneer P34A44BT</td>
<td>174</td>
<td>5</td>
<td>182</td>
<td>High</td>
</tr>
<tr>
<td>IMI - Garst G8578T</td>
<td>171</td>
<td>10</td>
<td>350</td>
<td>High</td>
</tr>
<tr>
<td>Yellow Dent - Pioneer P38H67</td>
<td>169</td>
<td>32</td>
<td>662</td>
<td>High</td>
</tr>
</tbody>
</table>

Landmark's Environmental Management
Snapshots on High Q increasing Grower Profits

Seed Treatments

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Avg Yield</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruiser Extreme Pak</td>
<td>196.9</td>
<td>Med</td>
</tr>
<tr>
<td>Poncho 1250</td>
<td>191.3</td>
<td>Med</td>
</tr>
<tr>
<td>Agro Premire</td>
<td>171.2</td>
<td>High</td>
</tr>
<tr>
<td>Poncho 250</td>
<td>164.5</td>
<td>High</td>
</tr>
<tr>
<td>Cruiser 5FS</td>
<td>161.2</td>
<td>High</td>
</tr>
<tr>
<td>None Applied</td>
<td>158.4</td>
<td>High</td>
</tr>
<tr>
<td>Kernal Guard + Poncho 250</td>
<td>141.8</td>
<td>None</td>
</tr>
</tbody>
</table>

*Restriction of Data: excluded corn on corn*
Western Corn Rootworm
Variant Corn on Soybean

15.8 Bu./A advantage
$17.00 Insecticide Cost
$17.76 profit

Landmark’s Environmental Management

Tillage Practices

<table>
<thead>
<tr>
<th>Tillage Practice</th>
<th>Avg Yield</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conventional</td>
<td>180.1</td>
<td>High</td>
</tr>
<tr>
<td>Strip Till</td>
<td>177.1</td>
<td>High</td>
</tr>
<tr>
<td>Ridge Till</td>
<td>170.3</td>
<td>High</td>
</tr>
<tr>
<td>No Till Deep Ripper</td>
<td>168.1</td>
<td>Med</td>
</tr>
<tr>
<td>Minimum Till Harrow</td>
<td>167.6</td>
<td>High</td>
</tr>
<tr>
<td>Zero Till</td>
<td>159.6</td>
<td>High</td>
</tr>
<tr>
<td>Minimum Till</td>
<td>152.9</td>
<td>High</td>
</tr>
<tr>
<td>No Till</td>
<td>141.1</td>
<td>High</td>
</tr>
<tr>
<td>Deep Till</td>
<td>133.1</td>
<td>High</td>
</tr>
</tbody>
</table>
Strip Till vs. No Till

- Strip Till: 177.1 Bu./A
- No Till: 141.1 Bu./A

36.0 Bu./A advantage.

$72.00 ($2.00 corn)
$14.50 (appl.)
$57.50/A profit

The Grower is the Real Winner with Strip Till RZB

---

9th Annual Farmer Cooperative Conference

Landmark’s Environmental Management

Nitrogen Stabilizers

<table>
<thead>
<tr>
<th>N-Serve</th>
<th>Avg Yield</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>N-Serve 24 - 1.0 Qt/AC</td>
<td>173.1</td>
<td>Med</td>
</tr>
<tr>
<td>None Applied</td>
<td>171.0</td>
<td>High</td>
</tr>
</tbody>
</table>

2.1 Bu Advantage

<table>
<thead>
<tr>
<th>ATS with 28%</th>
<th>Avg Yield</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thio-Sul - 5% of Blend</td>
<td>159.6</td>
<td>High</td>
</tr>
<tr>
<td>None Applied</td>
<td>157.1</td>
<td>Med</td>
</tr>
</tbody>
</table>

2.5 Bu Advantage
Landmark’s Environmental Management

**Row Direction**

- **Landmark**
  - West-East 160.7 Bu/A
  - North-South 150.0 Bu/A

- **River Bend**
  - West-East 153.6 Bu/A
  - North-South 151.9 Bu/A

**Seed Firmer**

- **River Bend**
  - With 164.6 Bu/A
  - W/O 159.2 Bu/A
### Landmark’s Environmental Management
#### Summary – Corn

**Based on $2.00 Corn**

<table>
<thead>
<tr>
<th>High Q Plot Results</th>
<th>Yield Increase</th>
<th>Investment</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed Treatment</td>
<td>7.2 bu..</td>
<td>$5.00</td>
<td>$9.40</td>
</tr>
<tr>
<td>Row Spacing (20&quot;)</td>
<td>1.2 bu..</td>
<td>Fixed</td>
<td>$2.40</td>
</tr>
<tr>
<td>Rootworm Variant</td>
<td>15.8 bu..</td>
<td>$13.84</td>
<td>$17.76</td>
</tr>
<tr>
<td>Strip Till RZB</td>
<td>36 bu..</td>
<td>$14.50</td>
<td>$57.50</td>
</tr>
<tr>
<td>Fall Fertilizer</td>
<td>4.6 bu..</td>
<td>N/A</td>
<td>$9.20</td>
</tr>
<tr>
<td>Side Dress N</td>
<td>22.1 bu..</td>
<td>N/A</td>
<td>$44.20</td>
</tr>
<tr>
<td>N-Serve- Spring</td>
<td>-(2.1 bu..)</td>
<td>$8.00</td>
<td>-(12.20)</td>
</tr>
<tr>
<td>ATS</td>
<td>2.5 bu..</td>
<td>$2.80</td>
<td>$2.20</td>
</tr>
<tr>
<td>Row Direction</td>
<td>1.7 bu..</td>
<td>N/A</td>
<td>$3.40</td>
</tr>
<tr>
<td>Seed Firmer</td>
<td>5.4 bu..</td>
<td>Fixed</td>
<td>$10.80</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>94.4 bu..</strong></td>
<td></td>
<td><strong>$144.66</strong></td>
</tr>
</tbody>
</table>

---

**Based on $3.00 Corn**

<table>
<thead>
<tr>
<th>High Q Plot Results</th>
<th>Yield Increase</th>
<th>Investment</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed Treatment</td>
<td>7.2 bu..</td>
<td>$5.00</td>
<td>$16.60</td>
</tr>
<tr>
<td>Row Spacing (20&quot;)</td>
<td>1.2 bu..</td>
<td>Fixed</td>
<td>$3.60</td>
</tr>
<tr>
<td>Rootworm Variant</td>
<td>15.8 bu..</td>
<td>$13.84</td>
<td>$33.56</td>
</tr>
<tr>
<td>Strip Till RZB</td>
<td>36 bu..</td>
<td>$14.50</td>
<td>$93.50</td>
</tr>
<tr>
<td>Fall Fertilizer</td>
<td>4.6 bu..</td>
<td>N/A</td>
<td>$13.80</td>
</tr>
<tr>
<td>Side Dress N</td>
<td>22.1 bu..</td>
<td>N/A</td>
<td>$66.30</td>
</tr>
<tr>
<td>N-Serve- Spring</td>
<td>-(2.1 bu..)</td>
<td>$8.00</td>
<td>-(14.30)</td>
</tr>
<tr>
<td>ATS</td>
<td>2.5 bu..</td>
<td>$2.80</td>
<td>$7.50</td>
</tr>
<tr>
<td>Row Direction</td>
<td>1.7 bu..</td>
<td>N/A</td>
<td>$5.10</td>
</tr>
<tr>
<td>Seed Firmer</td>
<td>5.4 bu..</td>
<td>N/A</td>
<td>$16.20</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>94.4 bu..</strong></td>
<td></td>
<td><strong>$241.86</strong></td>
</tr>
</tbody>
</table>
Landmark’s Environmental Management

How much do we charge for this Hi Tech Service?

To our Loyal Patrons?

NOT A DIME......

Landmark’s Environmental Management

- Why would we take a “No Charge” direction with so much potential to add Net Profit for Growers?
- Too many times we find ourselves being sold out for cheaper Roundup that is $1.00 per gallon less.
- With a 2 trip application this SAVES a Grower $0.50 per acre
  ✓ This, before we talk about respray, replants, service, etc...
- Even if we can bring just 10% of our summary to reality that could add $24.00 per acre. Hmmm...
- Buy cheap Roundup
  ✓ Save $0.50 x 1000 acres could add $500.00 net profit.
- Learn and Earn with High Q
  ✓ $24 x 1000 acres could add $24,000.00 net profit.

IT IS ALL ABOUT KEEPING GROWER LOYALTY
Landmark’s Environmental Management

How much do we charge for this Hi Tech Service?

 ➤ To Patrons who don’t understand Loyalty?
  ➢ Grower Patrons who participate in High Q have 1 ½ years to understand the value of High Q.
  ➢ Those that remain challenged with the definition of Loyalty, they have two choices.
    o Discontinue their participation in the program.
    o Continue with High Q on a “Cost per Bushel basis.
      ✓ The higher the yields we can help them achieve, the more we can share in their increased profitability.

 A final note on High Q: High Q is a limited proprietary Tech Product.
 You must apply and be accepted for participation.
 Without adequate Technical Staff, participation is unlikely.

9th Annual Farmer Cooperative Conference

 ➤ With my nearly 30 years in Ag Retail, change continues at an ever increasing rate.
   □ Technology is driving this even faster with progress like High Q, Precision Ag, CRM (Customer Relationship Management) and such.

 ➤ Does Landmark have the answers?
   □ Hopefully the plans we have laid will continue to help us remain successful.
   □ Ag Retailers must understand where Crop Protection is leading them.
   □ NMP is part of the answer, but not a major one.
   □ A balanced program with a successful Management and Sales Team in place will hopefully bring success.
9th Annual Farmer Cooperative Conference

Opportunities for Cooperatives
Environmental Management
New Service Opportunities for Cooperatives

Thank You!

Jim Shelton
Agronomy Division Manager

Landmark Services Cooperative

HighQ
Because the more you learn, the more you earn.

Agreement Division

Your Technology Leaders