



1) Effective Employee Relations

NEW Cooperative hires, trains and retains highly skilled, professional employees using a variety of tactics. Upon hire, employees are offered a competitive compensation and benefits plan including Medical, Dental, Vision, 401K, Life Insurance, PTO, Paid Holiday, Employee Wellness Credit, etc.

The NEW Cooperative employee team embraces a very tight-knit culture that we all benefit from. Our knowledgeable and experienced team of employees is dedicated to serving our farmer's specific needs. Relationships are built on mutual respect, honesty, integrity, and trust. Our proficient Human Resources ensures this compatibility by having us work with the Randy Jones Development Corporation on personality and relationship development.

At NEW Cooperative, employees are valued. Team members are given the chance to grow their careers while serving NEW Cooperative members. There are a number of employees who have advanced from interns, to agronomy sales techs and on to agronomy sales specialists, for example. NEW is committed to helping employees reach their maximum potential. Each year, a wide variety of training opportunities are made available to our employees, such as agronomic sales training sessions, and ongoing safety demonstrations.

NEW Cooperative likes to reward our employee team for their dedication and commitment to serving our members. Every year an employee Christmas party is held with a meal, short presentation and entertainment. Each summer we also have an employee outing, this year employees will enjoy an Iowa Cubs Baseball game and an overnight stay in beautiful downtown Des Moines.

NEW Cooperative also has an internship program for college students. This summer, NEW Cooperative has 14 interns that range from agronomy, operations and communications. This program allows young students to discover their passion in the agricultural field. NEW Cooperative feels that these individuals are the future of agriculture; they have fresh, new perspectives and positively contribute to our employee team. These interns are also potential candidates for future full time positions after graduation.

2) Environmental Stewardship and Sustainability

NEW Cooperative as whole, including our members and employees, takes pride in being the best possible stewards to the land as we can. We hold high respect for the environment each and every day and are always looking for ways to reduce our impact on the environment.

Recent projects have been completed throughout the company to ensure better environmental stewardship. One example is the new dryer at our Humboldt location; this dryer will greatly reduce waste emissions and cut down on the amount of corn dust in the community.

Another way NEW Cooperative is working to be better stewards of our land is through our membership in the Agriculture Clean Water Alliance (ACWA). This organization works together to support farmers and water quality through the Iowa Nutrient Reduction Strategy. It is NEW Cooperative's goal to find ways to have a positive impact on nitrogen management and water quality in our membership area.

3) Reliability

Everyone at NEW Cooperative strives to meet member and customer expectations, especially during the busy times of the year; planting and harvest. We remain focused on providing the best service possible and adding value to each of our members' farming operations.

In each of the past 5 years, an average of \$20 million has been reinvested back into the cooperative to ensure that our facilities and rolling stock are top of the line and fully able to meet customer needs. During 2013, approximately \$18 million was invested into many projects including grain projects at Badger, Otho, Roelyn, Palmer and Vincent; improved anhydrous plants at Knierim and Lanyon; new agronomy warehouses at Palmer, Lohrville and Lanyon; and also into enhancing our fleet of rolling stock so that we could better serve our customers during critical operating times. Even through this challenging crop year, we remained a pillar of support for our customers.

Due to significant growth in our membership in the Lanyon area over the past two years, we are constructing a state-of-the-art grain facility. There are dedicated entry/exit points to prevent bottlenecks; two receiving systems capable of collecting 30,000 bushels per hour; an exterior scale ticket printer within reach of the tractor cab; and paperless scale tickets are also available by email or text. Four grain bins will be built, with a capacity of 1,870,000 million bushels. A new office and scale will also be constructed adding to the newly built agronomy warehouse. This facility is being constructed at this time, but will be ready for fall harvest. It has been a pleasure for our company to form new relationships in Lanyon with the local community over the past two years.





Another major upgrade in 2014 includes an expansion to the current feed mill at our Lidderdale location. The project will involve the installation of a new feed pelleting tower, housing two – 40 TPH pellet systems, capable of producing up to 2,000 tons/day of pelleted feed for area livestock producers. The project is also adding 450 tons of additional ingredient storage capacity and 18 new feed load-out bins, which will provide 1,200 tons of processed feed storage.



4) Community and Industry Leadership

In 2012, NEW Cooperative Foundation was established as the charitable giving entity of NEW Cooperative, Inc. The Foundation is committed to investing in organizations that are dedicated to youth and education, human services, and civic purposes that enhance the quality of life in our member's local communities. Although NEW Cooperative has continually been a strong local supporter, the NEW Cooperative Foundation shows an even greater commitment to ensuring that our local, rural communities continue to thrive and the quality of life remains strong. In support of our local communities where our members live and farm, donations are given to those that directly benefit the NEW Cooperative service area.

In addition, persons/organizations receiving funding from the Foundation that are given the highest priority fall into the following categories:

- Youth Development
- Education

- Agriculture & Conservation
- Community Support & Development

Each year, the NEW Cooperative Foundation donates approximately \$100,000 to deserving organizations.

4-H Member Dues Program:

NEW Cooperative takes great pride in supporting our area youth 4-H programs. We strongly feel that 4-H helps these youth build the foundation to become future leaders in our local communities. We are excited for them as they gain all of the valuable skills and knowledge the 4-H program offers. This year, the NEW Cooperative Foundation donated over \$25,000 to area 4-H clubs. This money pays for one-half of each member's dues.



Veterans Memorial Park:

On Friday, June 6th, 2014 the NEW Cooperative Foundation, in cooperation with the Land O'Lakes Foundation, presented a check to Veterans Memorial Park for the amount of \$10,000. The money will be used towards an expansion of the park; a sidewalk connecting the shelter to the amphitheater as well as numerous trees and other supplies to finish the project. It is with great pleasure that the NEW Cooperative Foundation was able to help Veterans Memorial Park create a wonderful tribute to our area men and women who have given so much to serve our country.



Scholarship Program

For more than 20 years, the NEW Cooperative scholarship program has been supporting the college education of area students. In that time, more than \$200,000 has been awarded. Each year, students planning to enroll as a full time student in an agricultural college program at an Iowa college, and who are dependents of NEW Cooperative members or employees are eligible to apply to receive a \$2,000 scholarship.



Unite to Fight: Campaign Against Local Hunger

The NEW Cooperative Foundation's newest undertaking is a charity event that will benefit the Backpack Buddies program in Fort Dodge. In correlation with the Fort Dodge Noon Sertoma, the NEW Cooperative Foundation is hosting a dinner including a live/silent auction and entertainment by the Midwest Dueling Pianos. All proceeds will be donated to the Backpack Buddies program which provides shelf stable, child friendly food to students in need on the weekends. NEW Cooperative and the Fort Dodge community are hoping for a successful event! The sponsorship letter and tickets are included in the supporting documents for this event.

Local, State and National Industry Association Involvement:

Agricultural Retailers Association

Agriculture's Clean Water Alliance (ACWA)

Agribusiness Association of Iowa

Greater Fort Dodge Growth Alliance

Iowa Institute for Cooperatives

National Grain and Feed Association

Iowa-Illinois Safety Council

Chapter of the National Safety Council

National Association of Credit Management-Heartland

Iowa Corn Growers Association

Grain Elevator and Processing Society

Cooperative Communicators Association

Ag Cooperative Safety Directors of Iowa

5) Relationship Building

Agriculture is an ever-changing and evolving industry. NEW Cooperative continually refines strategic alliances with customers, suppliers, employees and state and local governments. NEW Cooperative works closely at managing risk associated with the agricultural retail business and also helps farmers manage their own specific risks. Each year we host grower meetings, open houses, golf outings, plot days and our annual meeting. It is important to transfer our knowledge to our growers, help them become aware of events occurring throughout the cooperative, and show our appreciation to them.

Financial risk in agriculture today is greater than ever before. Positioning NEW Cooperative financially to both weather a potential storm and to quickly take advantage of opportunities that arise during these times is a top priority. We have eliminated debt, invested back into the company and revolved money back to our members. These are signs of a financially strong cooperative.

We understand as a company, that it is only because of our strong membership support of our farmers that this cooperative is financially strong, progressive, and ready to see what the future brings.

6) Technology Utilization

Our MAPS division is a full-service agronomic center that provides precision agriculture solutions through services, sales and support to customers looking to add value to their farming operation. The products and services available assist farmers in gaining insight into their fields to improve management decisions. All the services and solutions offered by MAPS are customized and tailored for each farmer's individual needs to best fit their specific objectives.

7) Innovative Business Practices

Between NEW Cooperative's grain, feed, and advanced agronomy services, we are focused on remaining an innovative and efficient provider of today's ag markets and services. Overall, this allows NEW Cooperative to add value to their member's farming operations- our primary goal.

SOILMAP/MAPS & Agronomy

The SOILMAP Desktop is a web application designed to process the data and information gathered through the soil sampling and/or history of member's fields. NEW Cooperative's SOILMAP team and agronomists work together to determine fertilizer recommendations. This software also allows customers to plan (chemicals, fertilizers, and seed), create cost comparisons, acquire history reports and determine blend sheets. This tool can be accessed anytime, anywhere, for our farmers-either on their desktop or mobile device giving them a variety of options.



Grain

The NEW Cooperative Grain Department has made it their commitment to seeing that members have access to the most up to date ag-markets and services. Our grain services extend further, by offering producers multiple tools for marketing their grain. (Grain contracts glossary included in supporting evidence). In today's market, producers need reliable service and professional experience to assist in making their farming business successful, and at NEW Cooperative, you will find both.

Feed

The NEW Cooperative Feed Department stands by its mission of being committed to achieving the highest level of customer satisfaction by blending knowledge, experience and technology to maximize our customers' productivity and profitability. We strive to produce quality feed products that fit the needs of the producer and their livestock. As explained previously, NEW Cooperative is currently expanding their feed department with the upgrade to the current feed mill in Lidderdale. This pelleting project in Lidderdale was agreed on because of its ability to better utilize the nutrients. Livestock nutritionists believe that the value pelleting adds to overall animal performance more than offsets the added cost needed to further process the feed.

Since 1992, NEW has built three new feed mills. Palmer was built in 1993, Duncombe in 1998 and Lidderdale in 2010. The mills are fully automated with computerized batching systems. Since 2012, all feed orders are electronically submitted by the customer to the main office in Fort Dodge and are dispatched to the appropriate mill.