

Fall Messenger

Fall 2021 • Vol. 40

www.midcountycoop.com**INSIDE:**

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A lot of new things and a busy year at your Coop



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New Fertilizer Plant:

In our spring newsletter, we talked about tearing down the old fertilizer plant right after the planting season. Initially we had some challenges receiving our state and local permits which left us a few weeks behind, but once we had the permitting resolved, the project moved along steadily all summer. As I am writing this, we are filling up the new building and blending loads for customers.



Mid-County's new fertilizer plant.



Fertilizer spreaders, part of Mid-County's fleet of ag equipment.

Recapping the reasons for building a new plant are speed of loading, less labor to operate, and more storage space. With the speed that crops are planted, and the uncertainty of the fertilizer supply chain, we needed more storage. There are too many variables with rivers or trains to ensure a reliable supply of fertilizer when you need it.

We also need a modern facility that can load product quickly. Most importantly is our commitment to our local farmers that there will be a local facility that can deliver on a timely basis.



Mid-County Energy's new propane storage tank.

Propane:

Another area where we are adding storage is for propane. We are installing an additional tank in Cologne which will increase our storage space by 30%. Once again, it is too risky to rely upon traditional supply and transportation methods during the peak seasons.

Staffing:

In order to maintain a high level of service to the customer it takes a lot of good people, which we have, but we could certainly use more as we grow.

You may have seen our hiring and recruitment ads for various positions within the company. We want you to have a good experience when you contact us. We want you to be able to talk to a live person on the phone, we want a friendly person to greet you at the door and all of us at Mid-County strive to serve you with honesty, integrity, and value.

To see all the positions available at Mid-County visit our website at midcountycoop.com.

Audit:

Our fiscal year ended August 31, 2021. Our auditors should have our final numbers soon. It was an exceptionally busy year in most areas of the Coop, and we anticipate a favorable financial outcome. We expect to report the final numbers to you at our annual meeting in December.

As always, I appreciate your comments to improve your coop.



Mid-County staff greeting guests at our last annual meeting.

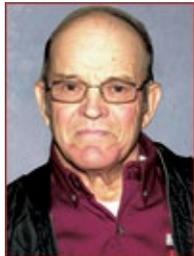
ABOUT YOUR COOP



Timeline of Mid-County Coop

- 1935 - Mid-County Cooperative Oil Association was incorporated
- 1936 - Gasoline outlet was established in Waconia
- 1937 - Bulk petroleum storage was installed in Watertown
- 1946 - Built service station in Mayer
- 1948 - Sold Mayer station for \$5,000 less pumps
- 1950 - Built new service station in Cologne for \$13,833
- 1956 - Built bagged fertilizer warehouse in Cologne for \$2,500
- 1957 - Sold Watertown bulk plant to Watertown Grain & Fuel
- 1960 - Mid-County celebrated its 25th anniversary and produced a special annual report that can be viewed online at midcountycoop.com/info
- 1975 - Purchased 11 acres from the City of Cologne for new Bulk Plant
- 1975 - Moved fertilizer plant from east side of town to Bulk Plant site
- 1991 - Purchased Bulk Petroleum Business from Ken Schmitt
- 1993 - Purchased Bachmann Feed Mill in Young America
- 1993 - Purchased D's Gas & Go Convenience Store in Cologne
- 1995 - Rebuilt Convenience Store in Cologne
- 1998 - Merged MN Victoria Oil of Victoria and Mid-County Coop of Cologne
- 1998 - Purchased the Agronomy facility from Arlington Service Center
- 1999 - Purchased the Mayer Oil Route from Rich Cohrs
- 2000 - Purchased Padden Oil Company in Waverly
- 2000 - Purchased Ralph's Oil in Lester Prairie
- 2000 - Purchased MN Valley Oil in Carver
- 2001 - Opened new Goodyear shop in Cologne
- 2003 - Purchased Howard Lake/Waverly Oil
- 2006 - Purchased the Cologne Car Wash
- 2008 - Purchased Mayer Distributing Refined Fuels Division
- 2009 - Purchased Mayer Distributing Lubricants Division
- 2009 - Franchised the Cologne Convenience Store with Holiday becoming Holiday of Cologne
- 2011 - Installed High Speed Fertilizer Blending Tower
- 2016 - Opened new Diesel Island at the Cologne Convenience Store
- 2018 - Purchased Mark's Service in Waverly becoming Mid-County Coop of Waverly
- 2019 - Franchised the Waverly Convenience Store with Holiday becoming Holiday of Waverly
- 2020 - Remodeled the Holiday of Waverly store
- 2020 - Installed new gas dispensers at Holiday of Cologne
- 2021 - Built the new fertilizer plant
- 2021 - Expanded propane storage by adding a new propane tank

Meet Your Board Member - Leonard Hoen, Jr.



Leonard Hoen, Jr.
Vice President

Leonard Hoen, Jr. is the vice president of the Mid-County Coop Board of Directors. He has been on the board for 25 years.

Leonard is originally from Cologne and moved to Norwood when he started to farm on his own.

"I have been farming my whole life, since I was a baby," Leonard said. "In 1960, I bought a farm in Norwood. It was an 80 acre farm at that time, and then rented another 80 acres later that year."

Leonard was in the military in 1964. After that he came back to run his farm again. In 1968, he got married to his wife, Rose. That year he bought more land, and started milking cows. Leonard and Rose had six children.

"We had five boys and one girl. My daughter passed away about 14 years ago, and we lost a set of twin boys in 1983," Leonard said.

His dealings with Mid-County go way back.

"My grandfather helped start Mid-County back in 1935," he said. "When I started farming on my own, I used them right away for fertilizer, seed, feed, and fuel. I've been a patron all my life."

Leonard was asked to be on the board when a member of the board who was retiring asked if he would be interested in taking his place.

"He asked if I would want to be on the board and I said 'Sure, I'll be on the board.'"

Leonard had served on several boards and played other leadership roles in his church and in the community before, so he was ready and willing to help Mid-County when they came calling.

"It was close to home, I didn't have too much traveling for it so I thought why not."

Leonard said that he feels good about the growth of Mid-County. He said that Mid-County has always been about growing and expanding its business to serve the farmer.

"After all, the coop was started by a small group of farmers. It started as an oil coop, and service to the customer is our biggest and most important thing we do," he said. "Mid-County is here to serve small farmers, medium sized farmers, and large farmers."

Leonard said that he feels like Mid-County has positioned itself well for the future with the investments that it has made over the last few years.

Leonard said that he likes that Mid-County has expanded, but that its main mission is to take care of the farmer.

"I've been at this a long time. I started my career farming and I am still farming. Farming is a way of life. It's not just a job. My grandfather told me 'It's not for one day, it's not for one year, it's not for five years, it's for a lifetime.' So if you're going to be a farmer you have to make a commitment for a lifetime, which is what I have done and I haven't looked back."

Mid-County's updated fertilizer plant is almost ready for its debut



The Mid-County Agronomy Team

Mid-County's plans to update its fertilizer plant was a big dream that will soon become a reality. The new facility will bring the 45 year old facility up to date and be state of the art. Instead of taking several minutes to process a batch of fertilizer it will only take a few seconds and it will be extremely accurate.

Final construction, testing, and training are taking place and the facility is operating.

The prior fertilizer facility was built in the '70s. While it was actually still in relatively good shape, the dilemma for Mid-County was that the facility was too small for the needs of Mid-County and its customers.

It started to show its age, at 45 years old, so it was time to upgrade and replace. The new facility will be three and a half times the size that Mid-County had in storage capacity. Mid-County is going from a 2,000 ton facility to a 7,500 ton facility.

Reusing a great location

Mid-County reused the same location for the upgraded plant, expanding the footprint of the original.

This location has good highway access in all directions of our trade area, it is close to the office and Mid-County already owned the property, making it a perfect place for the new facility.

Investing in the future

The decision to replace and upgrade the fertilizer plant has been a part of the long term planning for management and the Mid-County Board.

"Mid-County is making a commitment to its customers big and small to have the top of the line service that they need," Brian Krause, Chairman of the Board said. "It's about service. Having this for our customers is very important because they need it. We have made a commitment to our customers and community to continue to provide a vital service to them for the foreseeable future." Krause said.

Increased capacity and state of the art equipment

Through this project Mid-County is telling the farmers in its area, we're here for you for the long haul. We are willing to make the investment because we feel agriculture is going to be part of this county and surrounding areas for a long time. We don't feel that the metro sprawl is going to have that much of an impact on our area for quite a few years.

The new facility will help with traffic flow at the location, making it easier for truck drivers to come in and out of the facility.

Part of the reason for the new facility is to upgrade equipment and systems to make it super efficient during the busy periods. Mid-County really needed the additional storage capacity in every way and that is the main reason for the new plant. After that it was necessary to make sure that this plant was going to serve the coop long into the future. When Mid-County invested the amount of money that was invested in this project it is important to make sure that the investment was a responsible one.

With the update to the facility, the idea will be to be able to get trucks and spreaders in and out faster, while being more efficient with not only the customer's time, but also the facility use. Upgrading the technology in the facility will take this plant to the next level of service.

With the technology that was put into this facility, Mid-County will be able to mix a batch with 100% accuracy in 30 seconds where before that would take several minutes. Mid-County is excited to get started working for its customers.





AGRONOMY



Hoens recognized as 2021 Carver County Farm Family of the Year

CARVER COUNTY EXTENSION

Hollandale Farms has been in the Hoen family for more than a century. Leonard Hoen Sr. built a 44-cow tie stall barn in 1957, and added a 34-cow tie stall addition in 1971. In 1977, Leonard Sr., Roger and Richard Hoen formed a partnership and named it Hollandale Farms. Leonard Sr. passed away three years later, and Roger and Richard continued the partnership.

Roger and Richard currently run 750 acres. They grow corn, soybeans, alfalfa, and oats. Much of what is grown is fed to their livestock. The Hoens are currently phasing out their 98-cow milking herd and will continue to raise about 100 head of young stock and replacement heifers.

Roger and his wife, Carol, have seven children: Jim, Bill, Greg, Tony, Julie, Kellie, and Kari. Richard and his wife, Kim, have two children: Kyle and Kelsey. All the kids pitched in to help with farm work when they were young. The boys continue to help with milking, repairs, and field work when needed. With the help of family, friends and neighbors over the past few years, the Hoens have been able to keep the family farm operating.

Roger is active on the cemetery board at St. Bernard's Catholic Church in Cologne. Roger and Carol volunteer at church fundraisers and events. Rich has volunteered with the Carver County Holstein Board, Bongards Creamery Board, and the county's Dairy Day committee. He's also coached the local 4-H dairy judging team. Hollandale Farms is a longtime supporter of 4-H and FFA, where all the Hoen children were participants.



Submitted photo

Brothers Roger and Richard Hoen operate Hollandale Farms with their wives, Carol and Kim.

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for Every Ag Producer

- Crop Management
- Fertilizer
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Steve Salz
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952-466-3730



Carver County Dairy Princess has Mid-County ties

Emily Leonard of Norwood Young America is a sixth-generation dairy farmer, daughter of Amy and Tim Leonard, and was a finalist for the Princess Kay of the Milky Way this year representing Carver County. The Leonard family is also proud customers of Mid-County.

Emily is a student at the University of Minnesota (UMN), majoring in biology. She is one of the currently reigning Carver County Dairy Princesses.

Emily wasn't named Princess Kay, but she did come away with one of three \$1,000 scholarships given during the competition, and she had a replica of her head carved out of a 90 pound block of butter.

"I always knew I was going to be a dairy princess," Emily said. "Growing up, my dad was on our county board, so we would always go to the parades, I remember being pushed in a stroller and seeing the dairy princess float and thinking, 'one day I am going to be up there like them.'"

Emily also remembers being inspired by her older sister Christine, who was also a Princess Kay finalist.

"My sister is definitely the reason I decided to be a dairy princess," Emily said. "Just watching how she developed, and grew as an individual, and the confidence, and the ease she had when speaking with people was definitely a huge inspiration to me growing up."

Emily said that her love of the dairy industry, and her love of knowing how things work, and why they exist, is the reason she wanted to major in biology, and minor in animal science.

Emily is a senior this year and knows that she wants to continue in a research field working with dairy animals following graduation. She is planning on going to graduate school, but hasn't decided where yet.

"I have to look around," she said. "I want to see all my options. I work in a lab right now, and I just want to talk to my professors and get some recommendations."

After graduate school Emily can see herself continue down the path of research.

"As of right now, I think I'd like to keep doing dairy cattle research," she said. "You know there's a lot of companies, and organizations within the dairy community who are looking for people to do research for them. They are looking to solve different problems within the industry like sustainability, which is a huge hot button issue for both consumers and producers."

Emily is working with sustainability issues right now in her lab at the UMN.

"We are exploring ways to be sustainable, or actually, right now

I'm working on a study to decrease antibiotic usage on dairy farms," Emily said.

Emily sees herself as a person who is not only positioned to be able to not only do the research, but also be able to communicate her findings to the rest of the world because of the experiences she has had.



Princess Kay finalist Emily Leonard, representing Carver County, is immortalized in butter.

"I grew up on a dairy farm, which a lot of people in the research field don't have that kind of experience," she said. "I've also been a dairy princess, and I've had tons of great opportunities within the Princess Kay program, building on my confidence, to speak to other people. Which is another thing that not every researcher is good at, talking. I feel like I would be able to explain things to the public better than some of my peers would be able to."

Emily's family farm celebrated a milestone this year. It has been in continuous use and ownership of her family for more than 150 years. She said that her family has a smaller dairy herd of around 50 cows. They also run land that produces everything from corn, soybeans, and alfalfa.

"We actually use Mid-County for a number of different things," she said. "We will buy fertilizer from them, and chemicals for weed and pest control."

"We recently bought our seed for next year's planting. We also get our diesel fuel and other farm necessities from them. You know that you are getting everything from a reliable source."

Emily said that they were recently working with an agronomist for a chemical makeup of the soil on their land and how to use it better.

"Basically the agronomist recommends different ways to make our crops better, so they take soil samples, and tell us what nutrients are lacking, or what we need more of in our fields."

Emily said that she is excited for the next phase of her agricultural journey. She said that she knows that the future is bright for the dairy industry, because of programs like the Princess Kay program. She said that the skills she developed as part of the program have made her a more confident and successful person. She looks forward to her future in the industry and what is coming next in her life.



Increased propane capacity coming to Mid-County



Quay Zander
Energy Manager
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quayz@midcountycoop.com

Excitement is brewing at Mid-County for a couple of reasons. The fertilizer plant upgrade is almost complete and ready to start servicing customers with its increased capacity, and over in the energy department increased capacity is something that we will be showing off this year as well.

The energy department has been working on a project of its own. We have been working to increase the propane capacity of Mid-County.

Installation of a new tank will allow Mid-County to be more versatile and have more propane on hand to handle

customers' needs this year.

The demand for propane has grown over the years. We have seen the number of homes and businesses heating with propane grow and we wanted to be positioned to be able to better serve our customers.



This fall the supply of propane has been good, but there have been years when there has been a large inventory draw for crop drying, coupled with extended cold weather in the winter, inventories dropped to uncomfortable levels. More storage gives us several days supply in the event there are longer wait times to receive delivery.



For an application or for more information on Minnesota Energy Assistance Programs call 507-345-6822 or visit www.mnvac.org

AUTO, TRUCK & TIRE CENTER



Specializing in heavy truck repair

With over 85 years of experience in heavy truck repair our staff at Mid-County Auto, Truck & Tire Center has the ability and know-how to keep your vehicles on the road.

We are a certified NAPA AutoCare Center

This means you will receive the NAPA AutoCare "Peace of Mind" Warranty: All qualified service and repairs are covered by a 24 month/24,000 mile warranty. Ask if your vehicle repairs qualify for this great coverage!

DOT inspections

Mid-County Auto, Truck & Tire Center performs quality DOT inspections to make sure your vehicle meets all state and federal specifications. Our auto and truck technicians at Mid-County Auto, Truck & Tire Center are DOT certified by the state of Minnesota to perform all DOT inspections on light vehicles through heavy trucks and trailers.

Tip-top tire care

At Mid-County Auto, Truck & Tire Center we keep hundreds of tires on hand for replacements ensuring quick and hassle-free service! We also have two state of the art Hunter alignment machines for both heavy trucks and personal vehicles.

Specialty fuels

Mid-County Auto, Truck & Tire Center also offers hard to find fuels. We have Sonoco 110 octane race fuel for your race car, 91 octane non-oxygenated fuel for your small engine, or pick from either of our off-road options, #1 and #2 dyed diesel fuels.

Preventative maintenance

Catching a small problem before it turns into a big one can save you time and money. We will perform a complimentary multi-point inspection on all vehicles brought in for any repairs or service.

MID-COUNTY COOP SERVICES SPOTLIGHT



Looking for a local propane supplier?



Mid-County Energy is the leading local supplier of propane for home heating, agricultural use and commercial use. We offer customers the ability to purchase their propane in a variety of ways:

- Budget program • Scheduled delivery
- Prepaid programs • Pay as you need

WE ALSO OFFER:

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- Lubricants & Oils
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Great overtime potential, Class B, CDL Lic, hazmat and tanker endorsement required. Competitive wage and excellent benefits including health and dental insurance, and a 401(k) plan.



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Complete & comprehensive training provided.

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Lucrative acre bonus



To apply call Bill at 952-466-3721 or email BillR@midcountycoop.com



HOLIDAY COLOGNE

Hwy 212 & 284, Cologne, MN • (952) 466-5657



Fuel choices at Holiday of Cologne



Tony Hallum,
Store Manager
(952) 466-5657

We are proud to offer a high quality fuel for any type of vehicle.

Gas

At our gas island, along with Smart Power Regular and Premium fuel, we offer E15, E30, and E85 flex fuels.



We're dedicated to providing innovative, high-quality, dependable fuels to keep you going. Quality Holiday-brand fuels are refined in the United States and available to you from Holiday of Cologne at a reasonable price.

Diesel fuel options

At our premium/winter pump #13 and #14

Effective date	Diesel blend	Protection level
October 15	Winter additive	-10° F
December 15	Winter additive +40% #1 diesel	-30° F
March 15	Winter additive	-10° F
May 1	Change to summer additive	

At our high speed pumps #9, #10, #11 and #12

Effective date	Diesel blend	Protection level
October 15	#2 diesel with winter additive	-10° F
May 1	No additive	

Great Deals at Your Local Holiday COLOGNE

fresh MILK & Sip & Sip

PIZZA BUY 1 GET 2ND \$1

Griddle Cafe Sandwich

HELP WANTED: FULL TIME FULLY TRAINED DELIVERY AND SERVICE DRIVER WANTED

NOW HIRING: Assistant Store Manager

Holiday Coffee GOES WITH ANYTHING

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Visit midcountycoop.com to see all the great savings available at your local Holiday of Cologne!

CARWASH THE WORKS \$3 OFF

• No other purchase required. Limit 1 coupon per wash. Not valid with any other offers or discount. Expires 12/31/21

FOR OUR CUSTOMERS AT 409 PAUL AVE., COLOGNE, MN

blue planet GASOLINE TOP TIER MEETS OR EXCEEDS STANDARDS enriched with Smart Power engine cleaning additives

SAVE 7¢ per gallon of gas

Valid thru 12/31/21 Limit 20 gallons. Good at participating Holiday Station-stores. One coupon per customer, per visit. Not valid with any other offer or coupon. No copies or facsimiles. Please redeem inside. At MI & WI locations, coupon redeems for \$1.00 free gas.

FOR OUR CUSTOMERS AT 409 PAUL AVE., COLOGNE, MN

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HOLIDAY OF WAVERLY

801 Pacific Ave, Waverly, MN • (763) 658-4662



Holiday of Waverly is close to the pinnacle



Missie Beckmann
Store Manager
763-658-4662

It was a great year for Holiday of Waverly. In fact, it was a record-breaking year for the Waverly store.

Holiday of Waverly scored the highest it ever has on the franchise Pinnacle Club award list this year. Holiday of Waverly tied for fourth place with two other stores at first, and was ranked sixth after final tabulations. That meant Holiday of Waverly finished just shy of the top five.

It's extremely hard to get to that level. Our employees take pride in our store, and we strive to be the best at everything we do.

Our store has gotten to this point because my staff treats every customer the best they can, always.

We have made that high level of overall excellence in our store the 'business as usual' for our store, so we know everyday is going to be the best.

We take a tremendous amount of pride in our store, and we do that on a daily basis. I don't think it was anything out of the ordinary.

We always strive to be the best store in the area, and in the state of Minnesota.

According to Holiday Stationstores corporate office, the Pinnacle Club is reserved for those elite store managers and district managers of Holiday Stationstores who have consistently exceptional results in the areas of sales growth, expense control, and overall business efficiency.

I have been the manager of the Waverly store since Mid-County purchased the store and it went through its renovation and conversion to Holiday.

I came from the Cologne store where I was the assistant manager and was promoted to the store manager here when they bought the store. I was a part of the transition of going from Mid-County of Waverly to Holiday of Waverly.

We are working on getting into the top five stores and each year Holiday of Waverly has gotten closer and closer.

Last year we were ranked around 30 for franchise stores. There are about 100 franchise stores in Minnesota, being ranked number six is a pretty big deal. We are out to be number one of course, that is our goal to be number one in the state.

Having our customers happy and continually producing good results is what makes me feel good about the direction the store is going.

That's what you take pride in, it's the fact that you just do your best all the time. That's really awesome because, I think that just showing consistency equals quality, that's what we're working on.

Great Deals at Your Local Holiday Waverly. Through December 1.

fresh MILK & Other dairy items available at Holiday Waverly.

Sip & Sit: one cup, even \$5.99/m.

PIZZA BUY 1 GET 2ND \$1.00 FOR.

Griddle Cafe Sandwich.

HELP WANTED: Full or Part Time Delivery and Service Drivers Wanted.

NOW HIRING: Part-Time Cashiers.

GOES WITH ANYTHING: Holiday Coffee.

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CARWASH THE WORKS \$3 OFF

No other purchase required. Limit 1 coupon per wash. Not valid with any other offers or discount. Expires 12/31/21

FOR OUR CUSTOMERS AT 801 PACIFIC AVE., WAVERLY, MN

MEETS OR EXCEEDS TOP TIER STANDARDS

enriched with **Smart Power** engine cleaning additives

SAVE 7¢ per gallon of gas

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0 41282 98929 4

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Open to find out what your Coop is up to!

STAFF SPOTLIGHT



Diane Beckrich

Diane and her husband, Jerry, live on a beef and sheep farm in Cologne. Along with raising animals, they also crop farm corn, soybeans, and alfalfa. She also has laying hens, three dogs, and a few cats on the farm which she loves. All three of her sons, Jake, Phil, Thomas, and eight year old grandson, Lane, help out on the farm with chores and field work as needed. They all have other jobs but love the farm life and are a great help! Phil and his wife, Cassie, have a nine month old son, Kashton. A future helper on the farm.

At Mid-County, Diane works with agronomy, LP and bulk fuel calls and invoices, enters data for the two Holiday stores and the shop, works with payroll and employee benefits, among many other duties. She enjoys her daily interaction with the customers.

When she is not at work or doing chores, Diane loves being a 4H leader, gardening, sewing, and spending time with her family and friends.



Missie Beckmann

Missie Beckmann is the manager of Mid-County Holiday of Waverly. She has worked in the customer service field for 25 years and has been with Mid-County for over 6 years. She really enjoys working with her enthusiastic associates at the newly remodeled store. Over the last 3 years it has been a pleasure for her to get to know the customers from Waverly and other communities.

When not at work, Missie enjoys spending time with her fiance, Shane, and friends. She tries to make trips often to see her mom who lives in Wells, Minnesota. Missie also has a daughter, Elizabeth, who lives in Oklahoma and works in the medical field.



Dusty Kroells

Dusty Kroells works in the energy department at Mid-County Coop. His duties include fuel delivery, service, and sales. Dusty started with Mid-County in April of 2011.

During his busy work days, Dusty spends his time delivering bulk fuels to agricultural, residential, and commercial customers and maintaining customer equipment.

Prior to starting his work at Mid-County, he operated Kroells Oil for 12 years.

He lives in Green Isle, and enjoys hunting, fishing, riding ATVs, and barbecuing.



Steve Salz

As part of Mid-County Coop's agronomy team, Steve who lives in rural Mayer, enjoys being involved in sales, soil sampling, custom application, delivery, and more.

Salz grew up on a farm near Fairmont, and was a business owner for about 20 years before deciding he wanted a new career. Steve joined Mid-County in 2012 because he enjoyed the agronomy business and wanted to get back to working with farmers. He felt this would be a good place to fulfill that farming enjoyment.

Steve and his wife, Cheryl, are new grandparents of two adorable grandchildren. Their daughter, Lesley, and husband, Jamie have a daughter, Ellie, born in March. Their son, Joe, and his wife, Rachel, have a son, Leo, born in September. They are spending all their spare time loving their new roles as grandparents.

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