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Ellie Moser, Hailey Heishman and Lauren Zaabel (left to right) are proud to represent women in ag. Ellie and Hailey competed in their county fair queen contests in 2021, while Lauren will compete this summer.



CONNECTIONS

A publication dedicated to informing and connecting members.



Key Perspectives

A model for successfully adapting to change

By Boyd Brodie, General Manager,
Boyd.Brodie@keycoop.com

I HEARD BOB DYLAN'S classic song "The Times They Are A-Changin'" on my latest road trip. The lyrics really resonate with the number of changes we've all experienced over the past several years. There have been tensions,

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All in for the Fair

An inside look at county fair queen contests

By Ellie Horn, Digital Communications Specialist, Ellie.Horn@keycoop.com

FOR MANY YOUNG PEOPLE, the county fair is the highlight of their summer. They spend countless hours getting their projects and livestock ready for showing. However, several young ladies participate in a different way: They compete in their county's fair queen contest! To be crowned fair queen is an honor, but the experience of competing is an accomplishment in itself.

Ellie Moser of Nevada, a 2021 Story County Fair Queen contestant, can vouch for that. Coming from a cattle background, Ellie's family attends the fair every year. She and her friends grew up watching the contest before competing together last year.

"It was so much fun. We couldn't believe it was our turn!" Ellie recalled.

The Story County contest consisted of an individual interview, a discussion panel and a formal dinner. Outside the contest, Ellie's favorite part

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A Long Tale with Many Questions and Few Answers

By Zack Gardner, Grain Marketing and Origination Specialist, Zack.Gardner@keycoop.com

WHEN RUSSIA INVADED UKRAINE in February, it effectively removed 14 percent of the world's available corn supply. These events essentially left no room for error in either the U.S. or Brazil's corn crops. At face value today, we have a great-looking crop. But we're nowhere near having this crop in the bin, and there are a lot of questions that I don't think we'll have the answers to for quite some time.

The first set of questions surrounds Brazil's corn crop. Brazil caught up on rain as growers tried to harvest their soybeans (their first crop); once they planted their corn (their second or *safrinha* crop), the rain shut off. Everyone knows it's been dry down in Brazil, but I haven't been hearing headlines like "Driest in 40 years" (as we did last year). Over the past couple of years in the U.S., it has appeared that slightly dry conditions are better for growing a crop than adequate moisture. I'm wondering if this observation will prove applicable to Brazil's corn crop this year.

As curious as I am to know how good Brazil's crop is going to be, I doubt we'll ever truly find out for two reasons:

1. Our economic policy will have a greater effect on Brazil's corn exports this year than their actual crop conditions. The U.S. Federal Reserve changing interest rates has a direct impact on the value of our currency, which means there will be a change in the currency relationship between the American dollar and the Brazilian real. As our dollar gets stronger, the Brazilian real gets weaker. As the real gets weaker, Brazilian corn gets cheaper to the rest of the world, regardless of how their crop is doing.
2. CONAB (Brazil's version of the USDA) raised their corn production estimate this past month. Normally, I would say this action provides valuable insight, but when you comb through their production estimate from this past month, you'll notice the increase in Brazilian corn production didn't come from a yield

adjustment. Instead, the change came from finding more acres. As if figuring out Brazil's actual yield wasn't hard enough, they don't even know their corn acre number! Multiplying a question mark (yield) by another question mark (acres) gets us no closer to knowing what their corn crop will actually be.

The next set of questions surrounds the U.S. corn crop. As I noted earlier in this article, at face value we have a great-looking crop. We're now getting the heat units we need, and there's moisture in the seven-day forecast. My immediate question is whether we'll continue to get timely rains to avert this 90-degree (and more) heat. After that, we'll need to see what the June 30 report holds, as it is traditionally a big acreage report.

Here is why I am skeptical and think we will be left with more questions than answers: The market is incentivizing farmers to plant late. As of the second week of June, there was still a tremendous number of unplanted acres. If it takes a couple of weeks to gather the acreage data for the June 30 report, will the acres the USDA gives us accurately reflect what happened to the 2.7 million corn acres and 10.9 million soybean acres that weren't planted as of June 13? Whatever happens to those acres of unplanted corn will have a huge impact on our balance sheet. Will growers switch to soybeans? Spring wheat? Or will the northern plains farmers take prevented planting on those acres? How will the USDA know any of this in time for the June 30 report?

Once we get past that report, we still probably won't have answers. The 90-day forecast from NOAA is hot and dry, plus the USDA doesn't use the acreage certifications from crop insurance that get turned in mid-July. We'll probably have a slight increase in Ukrainian grain exports to some level above zero, but still nowhere close to ideal. All we know is that it will be a tall order to make up for the missing 14 percent of the world's corn supply that's held up in Ukraine. ●

Getting to Know Macy Janssen

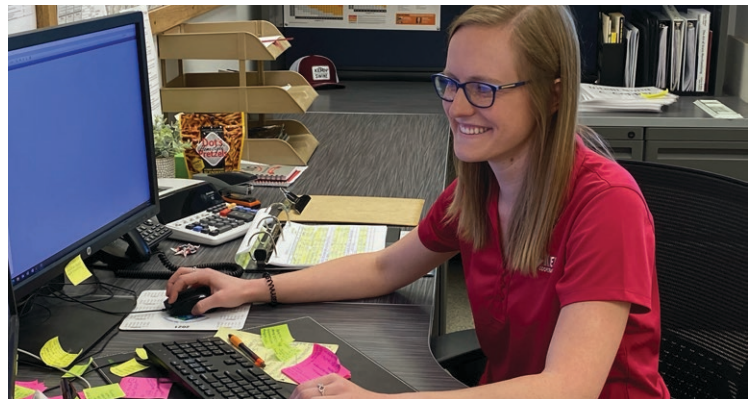
Grinnell Feed Mill welcomes new team member

MACY JANSSEN—the newest addition to the Key Feed team—is no stranger to the ag industry or to Iowa. She grew up showing cattle and was very involved with both 4-H and FFA in Shell Rock. Then, Macy studied ag business at DMACC and Iowa State University. After graduating in 2021, she entered the feed industry as a reseller, trading wheat middlings in Nebraska.

In March, Macy was excited for the opportunity to join Key back in her home state. "I'd heard good things about Key Cooperative from my college peers and people I had worked with before," she shared. "I like the cooperative model and appreciate that it's very customer-focused."

Now that she's a Key Feed Ingredient Merchandiser, Macy is eager for the chance to do something new and rewarding. "I'm glad I don't have to focus on one commodity anymore," she explained. "Now, I get to see all the ingredients come together to complete a feed."

Macy is based out of the Grinnell Feed Mill, but she makes phone calls all over the state to procure bagged and bulk



ingredients to make custom feed for producers. She also takes feed orders, coordinates shipments and manages inventory and retail feeds. "No two days are the same. I enjoy getting to interact with our growers on the phone, and hopefully in person as well," said Macy.

As the markets rise and supply chain shortages impact every industry, Macy has her hands full securing ingredients for producers. She understands that producers need Key feed for their livestock and their livelihoods. She takes her responsibilities seriously, saying, "I like the challenge. My favorite part is being able to problem-solve and find solutions for our customers!"

To contact Macy, call 641-204-1267 or email Macy.Janssen@keycoop.com.



For registration or event questions,
contact Delaney at (515) 388-4341

KEY COOPERATIVE MEMBER *Golf Outing*

Friday, August 5, 2022
Lincoln Valley Golf Course
State Center, Iowa

9:00 AM CHECK IN • 10:00 AM SHOTGUN START

RESERVE YOUR SPOT BY JULY 29TH

WWW.KEYCOOP.COM/GOLF

REGISTRATION FEE: \$35 PER GOLFER

LUNCH • FLIGHT PRIZES • HOLE-IN-ONE CONTEST

An inside look at county fair queen contests

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of the fair was seeing new families show cattle for the first time. "Showing has gotten pretty competitive, but watching kids show and truly have fun is what it's all about."

Ellie is thankful for her fair experiences, saying, "Fairs keep ag moving and advocate for younger generations."

In 2021, Hailey Heishman of Malcom was crowned the Poweshiek County Fair Queen. Hailey has always been involved with showing Boer goats, participating in 4-H and caring for the people in her county. Running for queen was a natural next step.

"I know how much hard work goes into the projects," said Hailey. "I wanted to represent that at the Iowa State Fair."

The Poweshiek contest consisted of individual interviews, onstage questions and a speech for the audience. Hailey's favorite part of the fair was handing out ribbons. But during her time as queen, Hailey also recognized that her title was an important one. "Little girls look up to you when you're wearing the crown," she observed. "It shows people that women can have a place in ag."

Lauren Zaabel of Newton has yet to experience the contest excitement. She will compete to be this year's Jasper County Fair Queen. For her, the contest will consist of an individual interview, a group interview and a presentation for the audience.

Having been very involved with 4-H, FFA and showing cattle, Lauren would like the opportunity to give back as queen. "The people of Jasper County have given me my passion for ag, and I want to help others find where their passion lies," she said.

Lauren's favorite part of the fair is the environment. "You're busy 24/7," she shared. "There are so many activities to do and people to talk to."

All queen contestants represent women in agriculture well, but these three women have special connections to Key Cooperative. Ellie is currently a Feed Sales Intern at Key's Gilbert location, and both Hailey and Lauren were 2022 Key Cooperative Community Scholarship recipients. All three are attending Iowa State University. In the fall, Ellie will be a sophomore studying ag communications, while Hailey and Lauren will be freshmen and plan to study animal science and agricultural business respectively.

And how will Key Cooperative participate in the fair fun this summer? We're excited to say we'll be serving meals to our 4-H and FFA youth and their families at the Central Iowa, Southern Iowa, Poweshiek County, Tama County, Jasper County, Polk County and Story County Fairs. Stop by and see us! ■

July Horse Feed Promotion

July 1 - August 30, 2022



All Purina Impact core products: \$40 Off / ton

- Impact 12% pellet and textured
- Impact 14% pellet and textured

All Purina Professional products: \$60 Off / ton

- Impact Professional Mare and Foal
- Impact Professional Performance
- Impact Professional Senior

Purina Equi-Tubs: Buy 5, get one free

- 125# tubs or 55# tubs

Horse Technical Questions: Joel Edge, Purina
Sales Specialist (319) 331-3667

Kelcie Bohning, Key Cooperative, Gilbert
location: (515) 232-6515





To Fungicide or Not to Fungicide?

That is the question

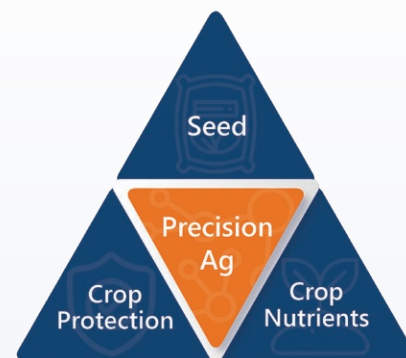
By Chris McIlrath, Sales Agronomist, Chris.McIlrath@keycoop.com

MANY (OR MOST) FARMERS have sprayed fungicide on their farms at some point—mainly because of disease presence in their corn or soybeans. I ask then: Why do we wait for disease to be present to spray fungicide? We know that being reactive is fine, but it's not always the best practice for maximizing profit. At every other step, we do all we can to make sure our crops have all the nutrients they need and are free of weeds all season long. We take preventative measures to stay ahead of these issues.

So why not spray a fungicide to keep your crops healthy and disease-free as well? I believe that in this era of farming, and with the products on the market today, fungicide should be a standard practice and part of every farmer's management program. Fungicide brings healthier plants, reduces the risk of green snap, opens up a longer harvest window and increases yield (to name a few benefits).

I challenge all of you to consider a fungicide application on your operation yet this year. The reward is there, so talk to your local Key Agronomist, who will share data with you and answer your questions about the benefits of a fungicide application.

Another thing to keep in mind: Key Cooperative has trial programs for the fungicide products we offer for corn



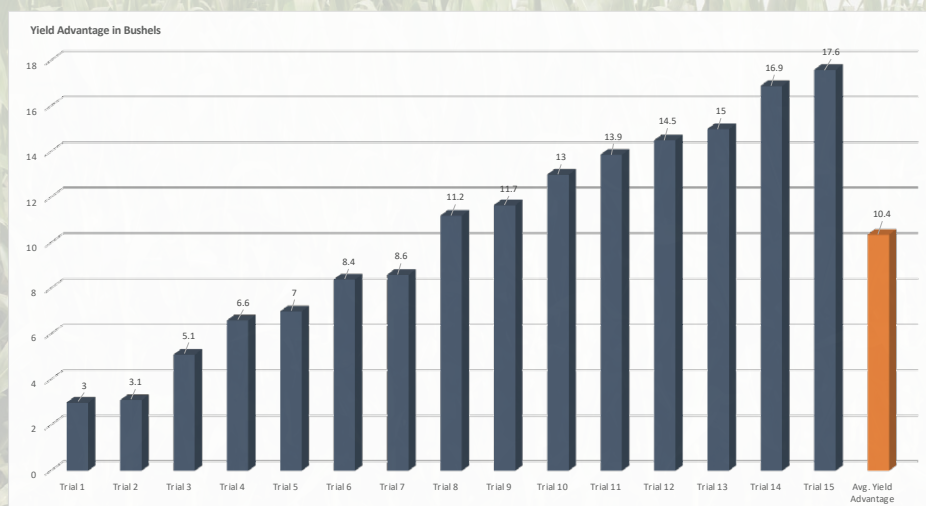
and soybeans. Enrolling in a trial program will help you see the results on your individual operation.

I think the answer to the question posed in the headline of this article is clear ... fungicide! ■



2019 - 2021 Key Cooperative Trial Data

The hardest-working, longest-lasting fungicide with preventive and curative control of rusts, leaf spots and blights, Trivapro fits easily into fungicide programs. With excellent plant-health benefits, Trivapro helps boost corn, wheat and soybean potential yield under high or low disease pressure.



Notes:

Break even yield was 6.0 bu/acre with \$5.68/bu corn
Includes aerial application and adjuvant

Trivapro is just one of the fungicide options Key Cooperative has to offer this year.

Average Trivapro® yield advantage of 10.4 bushels per acre across all trials

Key Perspectives

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insecurities and conflicts caused by protectionism, imperialism, extremism, greed and corruption, which have affected embargoes, commodity price volatility, supply disruptions, inflation and labor shortages. These issues have in turn caused social and economic instability on global, domestic and local levels. The pace of these changes seems to be increasing as well. It's human nature to think things will "slow down" or get "back to normal" one of these days, but I really don't think that's ever going to happen. In fact, these days it seems like before we're through one impactful change, another rolls in like ocean waves surging from a storm.

Several years ago, we engaged Karl Schoemer, an organizational change and leadership expert, to come in for a planning retreat with Key Cooperative's Board of Directors. The title of Karl's presentation was "How to Make Change Your Competitive Advantage." The premise was that change is constant, complex, tumultuous and driven from the outside. Change is here to stay, and the pace of change will do nothing but increase. History has proven that cultures, communities, industries and individuals must become good at change, or "change adaptive," to survive.

Karl teaches that we all go through a cycle when faced with change. Fortunately, we can learn to recognize where we are in that cycle. Then we can focus on what we can control and do our best to reduce the depth and duration of the cycle, getting ourselves in a good position for the next change.

According to Karl's model, the first reaction to the surprise or shock of a change is to feel betrayal. Depending on the situation or

the individual, betrayal can manifest in feelings like anxiety, doubt or anger. Once we're through this step, we move on to denial. We think things like, *This can't be right, I don't believe it, It's a conspiracy theory* or *Just wait and it will go away*. After accepting the reality of a change, we enter an identity crisis, which is essentially a need to know how this change will affect me, my family, my community,

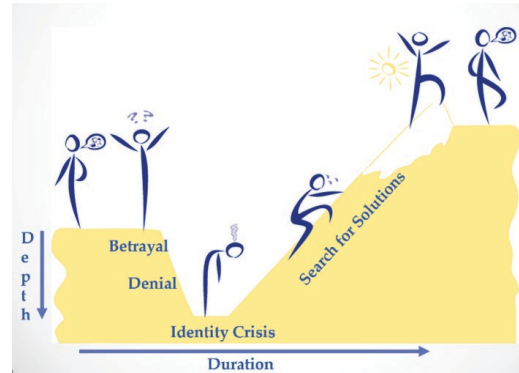
etc. Once we've traversed the identity crisis, we move on to the crucial and productive step of searching for solutions. Here, we can begin taking steps and developing strategies and tactics to mitigate changes and find advantages. Once those tactics are successfully implemented, we are in a position to address whatever comes next.

You can imagine how getting caught in the middle of a change cycle can make it difficult to successfully navigate the next

change. Knowing how the cycle works and assessing where we are in it can be extremely advantageous, reducing the depth of the change and the time we spend adapting to it.

We will continue to see numerous changes in the coming weeks, months and seasons, but your Key Cooperative team is here for you. Your employees are prepared to help you navigate these tumultuous times as your essential business partners. We can all succeed together.

On a final note, I'm excited to see that one of our past interns, Ellie Horn, has returned to Key Cooperative! She handled this issue's feature article on county fair queens. July signals the start of county fair season, and we are excited to be part of seven fairs this year. We hope to see all of you soon! ●



Courtesy of Karl Schoemer

Key Cooperative Proudly Supports Annie's Project

New course to be offered this August

FOR MORE THAN A DECADE, Key Cooperative has been a supporter and promoter of Annie's Project, an initiative designed to strengthen women's roles in the modern farm enterprise.

Annie's Project allows women to share in like experiences, build out their networks and identify resources that will help them in the future. The program features six educational sessions that introduce women to five areas of agriculture risk: financial, human resource, legal, market and production.

Courses are offered all over the state through a network of Iowa State University Extension and Outreach educators—including farm management specialists, value-added agriculture specialists and county staff who have received Women in Agriculture curriculum training.

This group of experts has recently expanded to include professionals from Key Cooperative! In the past year (including this summer), Grain Marketing & Origination Specialist Linda Kuhl has served as an expert for Annie's Project. By educating women on all things grain markets, grain contracts and risk management, Linda has become a trusted partner for the program.

The next course, Women Marketing Grain, will be held in Rockwell City. There will be four sessions, held on August 2, 4, 9 and 11. Registration is now open. To register or see all upcoming courses, visit anniesproject.org or aep.iastate.edu/womeninag (the Iowa State Extension – Women in Agriculture website). ●





Key Gives Back: Land O'Lakes Matching Grants

1. Zearing Emergency Medical Responders

This spring, Key Agronomist Peyton Larsen (fourth from the left) presented a \$2,500 matching grant from Key Cooperative and the Land O'Lakes Foundation to members of the Zearing Emergency Medical Responders. The Zearing EMS squad is 20 miles from the nearest hospital. To support the needs of their rural residents and neighboring communities, the squad will use the funding to purchase a LUCAS device that will assist them with life-saving chest compressions.

2. United Community School Backpack Buddies

This May, Key Cooperative CFO Stacey Webster (left) presented \$500 from Key Cooperative and Land O'Lakes to the Backpack Buddies Program of the United Community PTO. The funding will help support the continued efforts of the Backpack Buddies program, which provides resources to families who are food insecure.

3. City of Hubbard

Lisa Lindaman (left), a member of the Key Accounting team, presented the City of Hubbard with a \$2,500 matching grant to assist the community with reopening their swimming pool. Volunteers will be upgrading and restructuring the pool to provide additional recreation services for Hubbard and the neighboring communities who use the regional swimming pool.

4. Nevada Foundation

The community of Nevada is working to complete a multiuse recreation footprint project that began 20 years ago. The Nevada Fieldhouse facility will be built for use by the Nevada community, and it will also house program-based activities for all of Story County. Sara Clausen, Director of Communications & Member Relations (fourth from the left), presented a \$2,500 grant to the Nevada Fieldhouse campaign this May.

Your project may be the perfect match for our program! Grants are classified into two categories: community- or hunger-related projects. The grant application can be found on our website: www.keycoop.com/about/community-involvement. You can also contact Sara Clausen at Sara.Clausen@keycoop.com.

Key Cooperative Welcomes Interns

KEY COOPERATIVE'S INTERNSHIP PROGRAM does not disappoint! In fact, it has continued to grow and diversify year after year. This spring and summer, we welcomed a record 23 interns across our locations.

Our interns will gain hands-on experience that will help them further their education and knowledge in the ag industry. A Key internship allows students to learn about the overall cooperative structure, develop skills in their area of interest and discover how they might fit as an employee of an organization after graduation. We are grateful for the talent these students bring to our organization, and we wish them a lifetime of success! ●

SALES AGRONOMY

Brendan Davidson, Sully

Izaak LaHue, Sully

Ryan Fausch, Kelley

Lucas Weigel, Story City

Josh Van Hal, New Sharon

Jacy Coady, Grinnell

Luke Schmitz, Le Grand

Maddy Hoover, Newton

Payton McMartin, Zearing

Joey Jacobs, Nevada

Ben Vos, Grinnell

AGRONOMY

Madelyn De Jong, Grinnell

Makaylin Sellers, Grinnell

CENTROL PRECISION AG

David Robran

FEED

Marissa Eekhoff, Grinnell

Ellie Moser, Grinnell

OPERATIONS

Cameron O'Connell, Nevada

Jon Nissen, Nevada

Tyson Creswell, Nevada

Spencer Salasek, Kelley

Cooper Hurn, Roland

SAFETY

Delaney Nichols, Roland

ACCOUNTING

Morgan DeHaai, Sully/Roland



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PHOTO CONTEST WINNER: BY THE LIGHT OF THE MOON

By Shawna Miskell, Story City, IA



Shawna Miskell captured this beautiful shot on May 15, when the world was lit up by a supermoon!

Would you like to see one of your photos featured on this page? Enter the Connections photo contest, which is open to any member or customer who receives our newsletter. One winning photo will be selected and placed in the newsletter. Winning photographers will receive a \$20 GAS GIFT CARD! Photos must feature agriculture or rural settings; Iowa-based scenes are preferred. Photos must be submitted by the 10th of each month in order to qualify for the following month's newsletter. Please include your name, address, phone number and email address with your submitted photo(s).

Submissions may be emailed to Sara.Clausen@keycoop.com.

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Key Connections is sent to you courtesy of Key Cooperative. Please send comments or suggestions to Sara Clausen at 515-388-8030 or at Sara.Clausen@keycoop.com.