

SIDEROADS

ENGINEERED TRANSPORTATION EFFICIENCY

SUMMER 2011

www.walinga.com

New Vision Co-op

Focusing on quality
increases profits



Also in this issue:

CP Feeds LLC:
Offering better services
through consolidation

B-W Feed & Seed:
Building on a history of service

www.walinga.com

Walinga Offices

Head Office:

R.R.#5 Guelph,
Ontario, Canada N1H 6J2
Tel.: 888-925-4642, Fax.: 519-824-5651

Box 1790 70 3rd St. Carman,
Manitoba, Canada R0G 0J0
Tel.: 800-668-6344, Fax.: 204-745-6309

Box 849 220 Frontage Rd.
Davidson, Saskatchewan,
Canada S0G 1A0
Tel.: 306-567-3031, Fax.: 306-567-3031

1190 Electric Ave.
Wayland, Michigan 49348
Tel.: 800-466-1197, Fax.: 616-877-3474

579 4th St. N.W.,
Sioux Center, Iowa 51250
Tel.: 800-845-5589, Fax.: 712-722-1128

Walinga Contacts

President:

John Medemblik, jjm@walinga.com

International Export Manager:

Paul Broekema, pamb@walinga.com

Engineering & Operations Manager:

C.H. Butch Medemblik, chm@walinga.com

Operations Manager (Carman, MB.):

Cor Lodder, cel@walinga.com

Agri-Vac Production Manager:

Ken Swaving, ks@walinga.com

Technical Field Support:

Janus Droog, jad@walinga.com

Service Manager – Guelph:

Andy Nijenhuis, andy@walinga.com

Service Manager – Carman:

Arno Linde, arl@walinga.com

Service Manager – Sioux Center:

Darwin Van Otterloo,
siouxcenter@walinga.com

Sales Manager

Terry Medemblik, tjm@walinga.com

Pneumatic Conveying Systems:

Peter Kingma, jpk@walinga.com
Tom Linde, thl@walinga.com

SIDERoads

FEATURES

4. New Vision Co-op
Focusing on quality increases profits

8. B-W Feed & Seed
Building on a history of service

12. CP Feeds LLC
Offering better services through consolidation

3. Welcome to SideRoads

7. Walinga Deliveries

15. Inside Walinga

19. EMC Event

20. AFIA Update

22. 2011 industry events

23. Looking Ahead



© 2011 Walinga, Inc. All rights reserved.

A WATT Custom Publication

Welcome to *SideRoads* Summer 2011

Welcome once again to the newest issue of *SideRoads*! This is now the sixth issue that we have produced, and I hope that the information we have provided has been informative and helpful in your daily activities.

In the last issue we put forward information on safety issues. This time we plan to elaborate on that subject a little more, and we will also make this a more standard portion of the publication. As was stated in my "welcome column" in the last issue, "We feel that safety is important to all of us." This philosophy lives strongly at Walinga and is one that we will continue to emphasize.

In the last issue there was a column from American Feed Industry Association that explained some of the safety issues the association is dealing with. These are issues we all face. As we look deeper, we can see that there are too many opportunities out there for unsafe practices. I say opportunities because we, too, often

see operators trying to take shortcuts that all too often end with bad results.

Admittedly, a lot of the time that gets spent doing things may seem redundant or boring. However, too often this is where we end up making mistakes. And sometimes we do these things because we simply need to get things done! As a result, our objective is to come up with ways in which we can make the equipment work more efficiently without compromising on safety.

Throughout the next issues you will see articles on safety features and practices. In this issue, we provide you with information from customers as to how they are dealing with the issues they are facing. Our hope is that this will help you in your efforts to continue to be an effective and efficient supplier in the feed industry. ■

Terry Medemblik, Sales & Marketing Manager
Walinga Inc.

Don't believe everything you read...

Advertisements 'tell' you how great something is. It's what ads do.

Walinga isn't about fancy claims, we simply build well-engineered hard-working bulk transportation equipment.

Affectionately called "the HOAG", Walinga's UltraLite™ aluminum trailer equipped with the High Output Auger system makes quick work of any bulk feed delivery.

Exclusive to Walinga, our MonoBlock hydraulic controls increase efficiency and maintain lower oil temperatures extending the life of the hydraulic system. An industry first!

Don't take our word for it, visit walinga.com or strike up a conversation with a person beside you next time you're in the mill. We would rather let our equipment speak for itself.

Ask us about on-site demonstrations!



MonoBlock™ Hydraulic Controls

walinga.com TO FIND YOUR NEAREST REPRESENTATIVE

TOLL FREE Canada: (888) WALINGA TOLL FREE USA: (800) 466-1197



New Vision Co-op runs 21 Walingas, from 18-ton feed body triple axles to standard feed trailers. In the last four months, the company has added six Walinga high-output trailers to its fleet.



Talking with Kevin Doppenberg of New Vision Co-op, it's obvious he's a man on a mission. "When I took over the co-op's feed operation in 2003, price was the primary selling point for our feed products," Doppenberg said. "It was the focus of our marketing, and it's what our sales force pushed.

"Now, quality is primary," Doppenberg said proudly. "We believe in offering our customers a high-quality feed that will deliver a better value in the long run. It's not just about saving money on feed today – it's about providing our customers the feed that's going to deliver the best performance for the best results."

MERGER BENEFITS

New Vision Co-op is the result of a merger 11 years ago between Prairieland and Consolidated co-ops in



New Vision Co-op

Focusing on quality increases profits

southwest Minnesota. The two co-ops were small, strong, well-run operations that were looking to create a larger, more competitive operation that could offer more benefits to its members.

"The two smaller co-ops wanted to get bigger so they could have better buying power," Doppenberg said. "Larger economies of scale like that let us buy in bigger quantities and pass cost savings on to our members."

With a degree in sales management from St. Cloud State University and previous experience as a truck driver, Doppenberg joined the co-op about a year after the merger. He started as a feed truck driver and quickly worked his way up through the ranks.

"I've pretty well done all the jobs in the division, so I know how things work from the inside out," Doppenberg said. "It also gives me a lot of credibility with the employees, because they know I've been in their shoes."

STRATEGIC EXPANSION

In the years since taking over the feed division, Doppenberg has seen big changes. "When we combined operations for the two original co-ops, New Vision stuck with what both companies did well – grain, agronomy and feed. Both co-ops had their own feed mill, and the two operations were about 30 to 35 miles apart, so that made for an excellent fit in the feed division. We were able to cover a fairly big area very efficiently.

"Then, about three years ago, New Vision made the decision to purchase two additional feed mills to the north. Those mills were also in strategic locations, and that gave us a total of four mills to provide excellent coverage for the entire southern half of the state of Minnesota."

Now, New Vision Co-op's feed division has locations in Worthington, Windom, Mankato and Courtland. The Worthington feed mill and its trucks run 24 hours a day.

Since they took over operation of the four feed mills, New Vision Co-op has put a significant infusion of cash into renovating the mills, replacing all the old machinery with new, state-of-the-art equipment, including new automated pelleting systems. The feed division has placed greater emphasis on hiring more experienced, better educated employees, stressing the team aspects of each employee's job. What's more, the feed division invested in a new fleet of trucks, to ensure their efficiency and high quality follow the feed every step of the way.

EMPHASIS ON EQUIPMENT

"When I first joined New Vision, the co-op had just bought its first brand new Walinga truck. We had only five trucks at that point," Doppenberg said. "Now we run 21 Walingas, from 18-ton feed body triple axles to standard feed trailers.

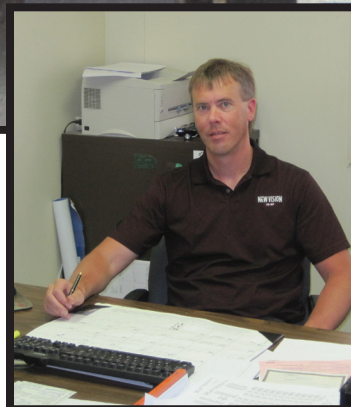
"Since getting that first new Walinga, I've never bought anything else. We've traditionally run the standard Walinga trucks, but we bought our first high-output Walinga trailer recently. We tried it for a month, and I realized I couldn't afford not to replace some of our other trucks with the high-output model."

In the last four months, New Vision has added six of the Walinga high-output trailers to its fleet. "With the new trailers, we're unloading trailers in eight minutes, where it used to take us 25 minutes," Doppenberg said. "When I put pencil to paper, it was easy to see that the time savings lets me keep more trucks on the road more of the time. That's an even bigger deal for our Worthington mill, where we run around the clock.

"I know we can buy a trailer cheaper than what we pay for a Walinga trailer. However, when I figure what it costs me per ton of feed delivered, there's no comparison – the Walingas win every time.

WALINGA HIGH-OUTPUT TRAILERS

"Competition is very tough in this area," Doppenberg stated. "However, with these Walinga high-output trailers we've got a serious competitive advantage. These are, without a doubt, the best engineered trailers out there – a huge step forward, with galva-



Kevin Doppenberg took over New Vision Co-op's feed operation in 2003 and has since made quality the primary selling point for its feed products.

nized construction that's going to last over the long term."

Doppenberg said he sees other brands of trucks that are rusting and have peeling paint after only a couple of years. "These other trucks are covered with weld marks, but not the Walingas. We've still got a 1994 Walinga we use as a spare, and we've never even touched it with a welder. It's hauled a lot of feed, and we can still count on it to haul some more when we need it.

"We've even found that the drivers like driving the Walinga high-output trailers," Doppenberg added. "Because the trucks unload so fast, the drivers get shorter breaks between loads, but they don't mind. They say driving the Walinga is like going from a Geo to a Corvette."

Thanks to Doppenberg's focus on quality over the last eight years, New Vision Co-op's feed division has seen a 300% increase in tonnage during his tenure. "In the last nine months alone, our tonnage has gone up 40%," Doppenberg said.

What's more, New Vision's feed operation, dominated primarily by swine and poultry feeds, has seen a surge in dairy over the last two years. Doppenberg said the Walinga trailers have also proven their value in this burgeoning market.

"The Walinga trailers shine when it comes to dairy feed. There are no bridging issues or unloading issues. In fact, over the next few years, we plan to phase out all our older trailers and invest in nothing but high-output Walinga trailers."

IMPORTANCE OF SERVICE

While Walinga performance and durability is key to Doppenberg, there is another factor that's contributed equally to his choice of Walinga trailers. "Half of the attraction to Walinga is the service," he said. "Gordon Blum has been there for me since day one. His

attention to detail is second to none.

"I've got guys coming in all the time (from other companies) to sell me trailers," continued Doppenberg. "But I just can't see them giving me the same level of service that Gordon gives me. His shop manager is very detailed and very experienced. With the new shop in (Sioux Center, Iowa,) we get service quickly and get our trucks back on the road quickly, which is important to me. They'll even come on site to get me running again, and I just don't see that with anyone else."

For Doppenberg, his relationship with Walinga is a lot like the relationships he strives for with New Vision's customers. "We're both very quality- and service-oriented," Doppenberg said. "It's the same way with Walinga. It's the quality of their product and their service that sold me, backed by the experience and quality of their people. Now I tell anybody who'll listen about Walinga trailers, just like people help spread the word about New Vision Co-op. With both New Vision and Walinga, we're living proof that you really do get what you pay for."

WALINGA DELIVERIES

WHO: Wayne Farms

WHERE: Guntersville, Alabama

WHAT: Steve Harbison, Xtra-Lite Hopper Auger High Output Auger Unit (HOAG); 40ft tank; 9 compartments; 12" trough Auger, 15" Vertical Auger & 12" Boom Auger

WHEN: February 2011



WHO: Bionutricion

WHERE: Los Angeles, Chile

WHAT: 40ft Hopper Trailer Air Discharge System with 5" Air Stinger; 8 Compartments

WHEN: May 2011



B-W Feed & Seed

Building on a history of service

B-W Feed & Seed in New Hamburg, Ontario, has been serving customers for 45 years. However, its roots go back much further – nearly 150 years earlier, in fact.

From its beginning, the town of New Hamburg was a milling town. Situated on the River Nith at the western end of “German Block” in Wilmot Township, the area that is now New Hamburg was first settled in 1822 by the Amish, who dammed the river and began milling grain. A series of mills followed the history of the town until 1904, when the town’s present three-story brick mill was built. Between 1904 and 1972, the mill passed through five successive owners before finding its way into the hands of the family that today runs B-W Feed & Seed.

“My father and uncle started B-W in 1966, but didn’t actually buy the mill until 1972,” said Dave Bender, general manager of B-W Feed & Seed. “Until then, they ran a bagged warehouse facility, retailing feed in Waterloo, Perth and Oxford counties.”

Bender’s father, Earl Bender, and his uncle, Cecil Wagler, saw the potential in the old mill,

still the site of B-W Feed & Seed’s operations. Outgrowing their current warehouse and fielding requests from farmers for bulk feed delivery, the two saw the purchase as a chance to expand and diversify their operation.



Earl Bender and Cecil Wagler started B-W Feed & Seed in 1966 and in 1972 began operating from the company’s current location — a mill built in 1904 (pictured above).

“In the late 1980s my cousin, Evan Wagler, and I joined the business,” said Dave Bender. “My degree was in business administration and marketing, and my intent was to get into

a different field other than the feed mill business. But circumstances worked out differently for me – and I've enjoyed myself ever since!"

TRANSITION TO A NEW GENERATION

Bender's first 15 years with B-W were spent as a sales rep. "Even though my education wasn't in ag, I was immersed in it growing up and was well trained by a lot of customers over the years," Bender said. "I had an opportunity to spend time with the people who were looking after livestock and learn from them."

About eight years ago, Bender and his cousin started making the transition to company management as his father and uncle began planning their retirement. "We started taking on more as they started backing out of their roles," Bender said.

In the years since, the current generation has seen the operation through expansion and encroaching competition. "We're probably in the most competitive area of the province of Ontario," Bender said. "Within a 45-minute drive, we have seven large, national feed companies and a whole bunch of independents. Of course, the counties around here are the densest livestock areas in the province, as well.

"We believe that what distinguishes us is the fact that we're a long-term, local operation," Bender continued. "We're family owned, and you can talk with the owners any time you call. We're the people who make the decisions in the company, and we're always accessible to customers. We've built relationships over time – my cousin and me since the 1980s and my dad and uncle going back before that."

NUTRITION AND EFFICIENCY

Attention to customer care is what makes B-W Feed the choice for so many local farmers. "About half of our sales are dairy, about 25% are poultry – both layer and broiler – about 8% swine, and the balance is a combination of beef, rabbit, horse and sheep," Bender said. "At least 75% of our dairy is custom mixing. But no matter what we're feeding, we're always trying to give our customers the optimum combination of nutrition and efficiency, so they get the most out of their livestock."



B-W Feed & Seed sets itself apart from the competition through its customer relationships and local operation.

B-W maintains relationships with two nutritionists, who offer services to create and balance feed mixes for both monogastric and ruminant livestock. "For our farmers with ruminants, we partner with Dr. Tom Tylutki, who heads up Agricultural Modeling and Training Systems, a company that developed the cattle ration balancing program we use," Bender said. "The software is based on

a model created by Dr. Tylutki and his staff when they were at Cornell University. Between the software's capabilities and the practical, on-farm consultations Dr. Tylutki provides for our customers, we can be sure each farmer's getting the most balanced, efficient ration for their operation. We factor in all the variables, including sample forages, production targets, and even commodity prices."

For monogastric livestock, B-W Feed works closely with Dave Laurin of RAC Nutrition. "While most of what we sell for monogastric livestock is stock feed, we still want to be sure we're providing customers the optimum balance of nutrients for each stage of growth. RAC looks at all the variables and sends us formulas for each farmer, helping us guide the farmers as they go through changes in their programs.

NO TYPICAL CUSTOMER

"For us, there isn't really a 'typical' customer," Bender said. "We serve Amish farmers in Waterloo County who still farm using traditional, old-order Mennonite practices, and they may keep 20 dairy cows. But we have another dairy account that uses six robots to milk their 300 dairy cows.

"We just try to treat each customer fairly and respectfully, the way we've been taught to treat people, and to value our relationships with them," continued Bender. "That's the way my dad and uncle operated – with the kind of personal relationships that make our customers more than just customers."

It's that same kind of relationship that has solidified B-W Feed's partnership with Walinga. "We take care of our customers, and Walinga does the same," Keith Wagler said, operations manager for B-W Feed and brother of co-founder Cecil Wagler. "We respect that."



B-W Feed & Seed currently operates five Walinga trucks, and Walinga has worked with the company to specialize its trucks.

a tandem with a blower. In 2004 and 2008, we bought two more tri-axles. Then, in 2010 we bought a tri-axle tanker blower transfer unit with an auger on top, so we could blow feed or we could auger it into the bin.

"We liked that one so much that we traded the trailer we bought in 2008 for another auger trailer," Wagler added. "We found that, for poultry feed in meal form, we needed to auger rather than to blow, so the feed stayed more consistent and didn't separate."

Today, B-W has five Walinga trucks still in service. "From the very beginning, the guys at Walinga have understood what features can benefit our operation, and they're open to our special requests," Wagler said. "They always come up with good ideas for our new trucks. I feel like we built our trucks together – the Walinga engineer and me – especially the two trucks we got in 2010.

"Walinga builds what works for us

and gives us personal service unlike anybody else. Our drivers have been at it a long time and Walinga builds some pride into the trucks they drive. All in all, it's more like a partnership with Walinga. I feel like we're not just a customer. It comes down to relationships we've built over time."

For Wagler, serviceability is a big issue, as well. "I've had Walinga competitors calling on me to sell me a truck, and I tell them I'm happy with what we've got," Wagler said. "Why would I want to change, when I've got Walinga so close by when I need them?"

INVESTMENT IN THE FUTURE

As for the future, Walinga trucks aren't the only investment B-W Feed has made to position itself for growth. In November of 2008, B-W started renovating its mill, taking care to

RELATIONSHIP WITH WALINGA

B-W's relationship with Walinga goes back to 1977, when Wagler started hearing from guys at other companies about how much faster their Walinga trucks could blow feed. "I was thinking 'yeah, right,'" Wagler said. "But when we checked into Walinga, we were impressed with their efficiency in moving product."

From that first 15-tonne tandem truck with its 19-foot box, Wagler and B-W went on to add a whole string of Walinga trucks to their fleet. "In 1987, we bought a 10-tonne single axle," Wagler said. "In 1993, 1994 and 1996, we added three tandem 15-tonne Walingas. In 1998, we acquired our first tri-axle 23-tonne unit. In 1999, it was another tandem.

"In 2001, we got our first Walinga tanker –

preserve the 100-year-old building's historic integrity, while integrating modern milling machinery.

"It took two years, but we replaced all the production equipment downstream from the mixer, with the goal of improving productivity and feed safety," Dave Bender said. "We added a drop-bottom mixer and surge bin, three elevators with self-cleaning boots, a new electrical service, a production boiler, a pellet

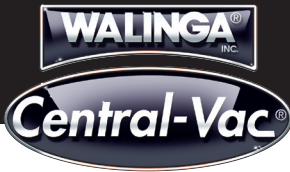
were manufacturing pellets in New Hamburg on a state-of-the-art, automated production line – in the same building where, a hundred years ago, Stuart Brothers was milling flour."

"Walinga builds what works for us and gives us personal service unlike anybody else." — Keith Wagler

mill and cooler, computer-controlled routing and pelleting capable of adding molasses, a post-pellet fat-application system, new finished-product bins and an in-line bulk shipping weigh system.

"All this was finished by the summer of 2010," Bender said. "In May of last year, we

Today, what started as a partnership 45 years ago between two brothers-in-law has become a thriving, modern operation. Further, it's an operation that is rooted in the business values of Earl Bender and Cecil Wagner – the values of respect, fairness, dependability, loyalty and honesty. ■



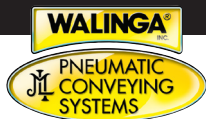
Minimize Dust

WALINGA®

Walinga's Central Vacs are perfectly suited for regular bulk reclamation or spill clean up. Proprietary inline cyclone units separate dust from bulk reducing dangerous MEC levels, while minimizing exhaust particulate.

A single Central Vac system can maintain vacuum capacity over hundreds of feet, to multiple connect points, on multiple levels and even adjacent buildings.

Book an on-site demo!
E-mail Jonathan at
jtm@walinga.com



Limitless Piping & Connection Point Possibilities!

www.walinga.com

Corporate Head Office:
Guelph, Ontario
Tel: (888) 925-4642

USA Head Office:
Wayland, Michigan
Tel: (800) 466-1197

Agri-Vac Manufacturing & Sales
Fergus, Ontario
Tel: (519) 787-8227

Iowa:
Sioux Center, Iowa
Tel: (800) 845-5589

Manitoba:
Carman, Manitoba
Tel: (204) 745-2951

Saskatchewan:
Davidson, Saskatchewan
Tel: (306) 567-3031

CP Feeds LLC

Offering better services through consolidation



CP Feeds of Valders, Wis., first added a Walinga 26-foot body trailer to its fleet in 2003, and it has since bought seven Walinga semi trailers and three more straight 26-foot bulk trucks.



The new millennium has been an exciting one for CP Feeds LLC in Valders, Wis. In a little more than ten years it has gone from being a new start-up operation to one of the largest suppliers of agricultural mixes and feed ingredients in eastern Wisconsin.

In July of 2000, four local feed supply companies – some co-ops and some private – decided to merge their operations and create the new enterprise. Two feed mills, Premier Feeds and Collins Agri-Services, were among the companies that consolidated their resources to reap the economies of scale a larger operation could offer.

“All five companies had older facilities that

were in need of repairs and updates,” said Jim Loefer, general manager of the combined operation. “We figured we could consolidate our resources and offer more and better services than any one of the individual companies could do on their own.”

With dairy farms in the area consolidating into larger operations, it made sense for the five companies to pool their efforts and reach those larger customers with a larger operation of their own. Now, dairy farms make up nearly 100% of CP Feeds’ business.

“We’ve seen steadily increasing sales since

the beginning,” said Loefer. “As a larger supplier, we’re well positioned to serve the larger dairy customers that many of our smaller competitors can’t handle.”

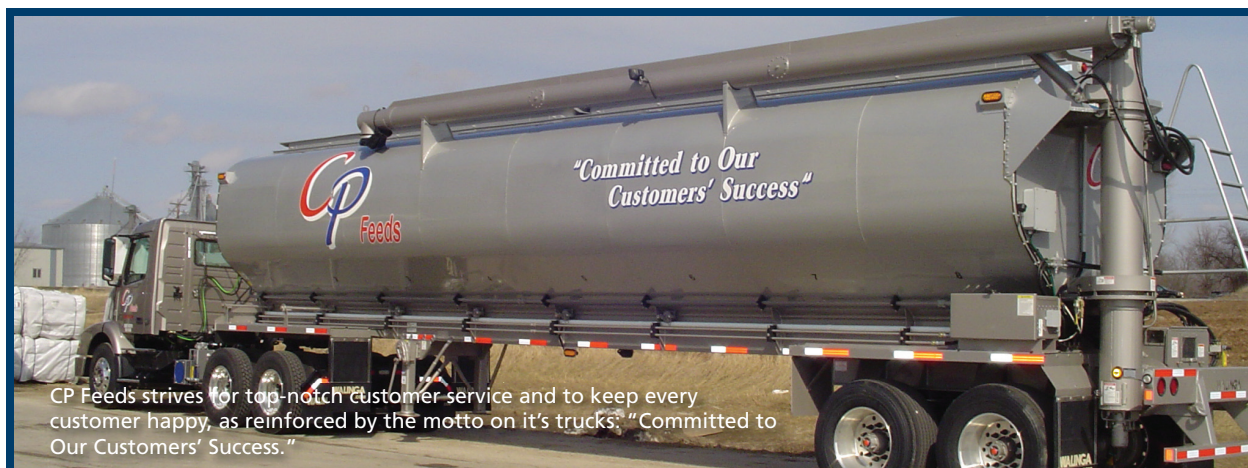
RAPID GROWTH

In the company’s early days, CP Feeds and its 32 employees ran seven quads, two tri-axes and one single axle and hauled 105,000 tons of product. Last year, the company – now boasting 37 employees – hauled 285,000 tons of feed,

IMPORTANCE OF NUTRITION

To help customers stay on top of nutrition, CP Feeds has five experienced nutritionists who formulate feed rations for all segments of the dairy cattle population – from heifers to lactating cows, dry to transition cows – so producers’ needs are met at any given time.

The CP Feeds facility hosts more than 45 bulk commodity ingredients, all of which can be formulated into specialized mixes by the feed supplier’s nutritionists to create a unique



using its fleet of nine semis and five quads.

“For us, it’s not just about being bigger,” said Loefer. “It’s also about being better. We stress customer service and have since our first day of operation. It’s our goal to keep every customer happy.”

CP Feeds produces a complete line of researched and proven Land O’Lakes Feed products, while offering all the bulk commodity ingredients – such as ground corn, gluten and soybean oil – needed to provide good value for customers’ forage programs.

“Dairy feed is something of a variable product,” said Loefer. “Dairy cattle are eating different forages at different times, so there are a lot of changes going on with their diets. As the feed supplier, we want to help our customers stay up with all these moving parts of the equation. Part of that is having the capability to custom mix their feed, but a big part is knowing what nutrition needs to go into the feed, based on the current forages being fed.”

recipe that custom blends grains and nutritional additives for each farmer. CP Feeds’ complete line of feed additives includes direct feed microbials, mold binders and more, to give customers and their dairy cattle every nutritional advantage possible.

“Our nutritionists serve a very important function for our farmers,” said Loefer. “To us at CP Feeds, providing nutritional services is a vital part of what we do to ensure we live up to our motto of being committed to our customer’s success.

“We pride ourselves on offering this kind of service to our customers with a 6,000-cow dairy and also to our customer running a 40-cow dairy,” Loefer continued. “We’ve grown with the dairy industry in eastern Wisconsin, but we still want to serve all the different segments of the industry in our area.”

TRANSPORTATION CHALLENGES

The logistics to provide this kind of service to so many farmers with their own different and changing needs makes transportation of ingre-

dients and mixed feeds a paramount concern for CP Feeds. "Some of our ingredients come in by rail car, but we also have a rail sliding directly at our plant. This helps alleviate any transportation issues with getting commodities from the rail to our facilities," said Loefer. "But by purchasing in bulk like this, we're able to pass cost savings on to our customers."

"We also get some ingredients in by the full semi load," Loefer said. "We try to do whatever we can to get the best possible ingredients at the best possible cost."

"As a company concerned with providing quality and value for our customers, it only makes sense that we look for the same kind of quality and value in the things we buy for our operation," Loefer continued. "When we were looking for a new bulk feed delivery trailer in 2003, we knew that Walinga made durable, solid stuff, so we felt good about adding a Walinga 26-foot body to our fleet."

Walinga's bulk feed delivery trailer offered CP Feeds a lot of the features that were impor-

tant to their operation. "They had the new style flex gate that we liked, and the wide chain in the body gave us the flexibility for deciding how to unload our loads," said Loefer.

"With other manufacturers' trucks, we'd have to unload our hoppers in order of how they were arranged," he explained. "But with the Walinga trailer, we can unload in any order, so we aren't forced to schedule deliveries around how the trailer is loaded. We've got complete flexibility in setting up delivery schedules to fit our needs and those of our farmers."

CUSTOMIZED SOLUTION

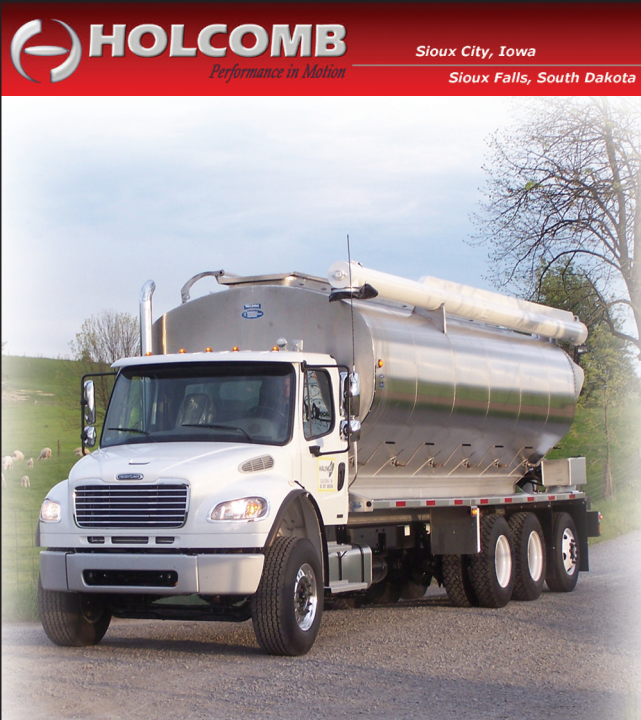
Because Walinga has the capability to customize trailer construction to meet its customers' individual needs, it tailored several features on the first Walinga trailer CP Feeds purchased. "They built the ladder especially for us and customized the location of the valves. That kind of thing really made a difference in functionality," said Loefer.

In the years since CP Feeds first started, it has expanded its facilities twice – in 2004 and again in 2007. Since that first Walinga purchase, CP Feeds has been so pleased with the trailer brand that they've made 10 more purchases from Walinga over the years.

"We've bought seven Walinga semi trailers and three other Walinga straight 26-foot bulk trucks," said Loefer. "The Walinga salesman really worked hard to do things for us, like offering us an extended warranty. That really clinched it for us."

Today, Loefer and CP Feeds are sold on Walinga trailers. "Walinga really stands behind what they sell," Loefer said. "Most manufacturers will make you take a truck back to the factory if you need repairs or upgrades. But Walinga always sends somebody out to our facility to work on the truck. And that's a real big thing for us because it saves downtime and saves our drivers time on the road, too."

"Walinga trailers are built strong and solid," said Loefer. "I've never had a weld go bad on the frame or the bulkhead like we've had with some other manufacturers' trailers. We'll keep on buying Walinga trailers, because they're durable and robust, no matter what we throw at them."



HOLCOMB
Performance in Motion

Sioux City, Iowa
Sioux Falls, South Dakota

Holcomb Freightliner
4801 Harbor Dr., Sioux City, IA.
Greg Heisterkamp 800-831-0967 712-251-0563 (cell)

Inside Walinga



Brink Farms

Taking advantage of opportunities

For three generations, there's been a Brink at the helm of family-owned Brink Farms, a bulk transportation company located in Hamilton, Mich. "My grandfather started the business in the mid 1940s, after World War II," explained Brian Brink. "But my family's really been in the transportation business since the mid-1800s, when my ancestors were doing drayage from Grand Rapids to Holland."

Today, Brink Farms specializes in shipping agricultural products, including fertilizers, distiller's grains, feed and other bulk ag products. With more than 35 trucks in its stable, it hauls throughout Michigan and also to Ontario, Ohio, Indiana, Illinois and Wisconsin. The company also has a trans-load service for bulk products from the CSX and Norfolk Southern Railroads.



Brian Brink's great-grandpa, Ralph, and two of his grandpa's brothers, George and John, in the 1940s. The fourth person is an unidentified farm hand. Ralph used to haul hay and straw to Chicago and reload grain or fertilizer coming back to Michigan.

The company has about 45 employees, 30 of which are drivers. It offers dump and tank transportation, running about 22 dump trains, 12 supertankers, two hoppers and two belt trailers. Brink Farms used to have trailers with walking floors, but replaced them with belt trailers to better fit the operation.

To increase cost-efficiency hauling feed ingredients, the company wanted to take advantage



Brink Farms used to run trailers with walking floors, but replaced them with belt trailers to better suit its needs. The company now has two belt trailers.

of being able to haul up to 100,000 pounds gross weight in Michigan and Canada. So after outgrowing a used trailer bought in 2008, Brink began looking for one that could handle bigger loads, but discovered most manufacturers only offered tandem-axle trailers that haul no more than 80,000 pounds.

Then he learned about Walinga's ability to customize trailers and that they offered full-frame instead of unibody. Brink was interested in a belt trailer with three axles, nine feet apart.

A Walinga salesman brought a demo trailer for a day, and Brink was familiar with Walinga because some of his customers, including nearby Hamilton Farm Bureau, use Walinga feed trailers. Another selling point was the proximity of Walinga's Wayland, Mich., shop for parts or service.

Brink says since putting into service the Walinga belt trailer in April 2010, it has done everything they hoped for, giving Brink Farms a competitive advantage. "Every extra ton we can haul saves me money," he said. "That means I can cut costs for our customers. And the Walinga belt trailer is the quickest, easiest way to haul high capacity and unload fast.

"Walinga's trailers may be a little pricier, but they build a good trailer," said Brink. "With Walinga, you really do get what you pay for." ■



Elam Bauman

Using a belt trailer for bulky products

It's been over a year since Elam Bauman bought his new Walinga belt trailer, but he still remembers the reaction from customers when he first brought around the demo belt trailer Walinga provided.

"Belt trailers were fairly new in Ontario at that time, and most customers had never seen one," Bauman said.

"They were bringing out all the folks – even the management – to see it. A lot of them had heard about belt trailers and knew they were coming, but they were curious and wanted to get a look at one for themselves. That demo trailer turned out to be a real asset to us."

Since then, Bauman's customers around Fergus, Ontario, have had a chance to see the belt trailer in action on a regular basis. "We use our Walinga belt trailer for bulky products that aren't heavy but take up a lot of space," said Bauman. "We haul a lot of wheat shorts and bakery meal, and even dried grains like wheat and corn."

Wheat shorts and bakery meal, by-products of commercial flour milling and baking, are used extensively as energy and protein sources in ruminant diets. Because they're floury and handle like finely ground grain, they fill up a trailer quickly, without the heavy weight usually associated with such a large load.

"Our Walinga belt trailer is ideal for bulky dry commodities like these," said Bauman. "We also haul other similar bulky loads to ethanol plants. In fact, we've discovered since we bought the belt trailer that we can use it in quite a few aspects of our operation."

WALINGA FROM THE BEGINNING

Bauman's operation runs eight Walinga trailers in all, but when he started his business nearly 30 years ago, he was a one-man operation running a single standard Walinga trailer. "Since



Elam Bauman started with one single standard Walinga trailer nearly 30 years ago, and now uses eight Walinga trailers. Bauman uses his belt trailer for bulky products that aren't heavy but take up a lot of space, such as wheat shorts, bakery meal and dried grains.

the beginning, I've always had some Walinga equipment around," Bauman said. "We're only about 10 or 15 minutes from the Walinga yard, so it's a name I've always known and respected."

In the beginning, Bauman hauled ag grains exclusively, buying and selling grains on his own, while hauling some grains for other companies. Over the years he's branched out into hauling other products, and now most of his business is hauling for others. Much of his hauling is for local feed mills, though he still maintains a small feed elevator of his own.

"The Walinga belt trailer has enabled our operation to haul all kinds of different loads and commodities," Bauman said. "In fact, we haven't really found anything we couldn't haul





with this trailer.

FINDING THE RIGHT BELT TRAILER

"When we first started thinking about a belt trailer, there was one other manufacturer we gave a bit of consideration to," Bauman said, "but we wanted a certain sidewall height and axle configuration. The other salesman said that as soon as I placed an order for 100 trucks configured like that, they'd be glad to start up the factory.

"On the other hand, Walinga is very much into

custom building just one of something," Bauman continued. "So, that didn't leave a lot of question about which belt trailer we'd buy."

Bauman was also impressed by Walinga's willingness to customize the belt trailer to help him meet regulations imposed on certain customers by the Canadian Food Inspection Agency. "Some plants, mills and transfer stations we go into are required to conform to HACCP (Hazard Analysis Critical Control Point) standards," Bauman explained. "For us to serve those customers, we need a belt system that's fully enclosed. On other manufacturers' trailers, the belt is open to the elements on the return. But Walinga worked with us to design a belt trailer that would allow us to go into these customers' locations, where other trailers would be banned."

"What's more," Bauman continued, "our previous experience with Walinga really played into our decision as well. We knew the workmanship on our past Walingas was very solid – not like a lot of other trailers where workmanship problems always seem to show up within just a few years after you buy them.

"One of the Walinga dump trailers we own is 25 years old and still going," Bauman pointed out. "They just don't wear out." ■



Walinga helped Bauman customize a belt trailer to meet regulations for customers who conform to HACCP standards. The belt system was designed fully enclosed instead of being open to the elements. This allows Bauman to take his trailers where others would be banned.

Safety rails

Stopping falls before they happen

These days, safety is on everyone's mind, including the folks at Walinga. Throughout its history, Walinga has proactively pursued safety enhancements to its trailers to help customers meet OSHA regulations and keep employees safe in a work environment fraught with opportunities for trouble. One such area is the working platform on top of tank trailers, where operators routinely walk when unloading trailers.

"A lot of trailers have no fall protection," said Terry Medemblik, transportation equipment sales manager at Walinga. "Some trailers have what they call a fall arrester – a rail that runs from the front to the back where the operator, wearing a special vest, can hook himself up so the rail catches him if he falls from the top of the truck."

A BETTER WAY

However, back in the early 1980s the engineers at Walinga thought there must be a better way – something that would prevent the operator from falling at all. That's when the idea of a retractable hand rail first came to light.

"We started out putting them on some of our trailers that were used in open-pit mining for hauling explosives," Medemblik said, "but they never really caught on with the ag market until about 10 years ago. We used to put them on two or three units out of every 10 we'd sell. Now, about half of our customers choose this option."

The flip-up hand rails on top of the trailer offer ample fall protection for operators while walking the aluminum catwalk, but flip smartly out of the way when the driver hits the road. Available in air-operated and manual versions, the hand rails can be factory fitted on new trailers or retrofitted on existing Walinga trailers.

"The air-operated model has a built-in safety feature," Medemblik said. "When the operator climbs down from the catwalk, gets in the truck



Walinga flip-up safety rails are on top of the trailer and offer fall protection for operators walking the aluminum catwalk.

and releases the trailer brakes, the hand rail automatically comes down. That way, there's no chance he'll go riding down the road with the rail up.

STAYING PROACTIVE

"When I do a quote, I always include the safety rail option. I want customers to know they have one more way to manage the increasing legal responsibility they face in their operation," Medemblik added.

Walinga is always looking for ways to help their customers' interests. "The ladders on the back of most trailers are exposed to wet environments where a build-up of feed grains or other material could create a slippery surface for operators," Medemblik said. "... we add a non-slip surface to the treads to make them virtually slip-proof.

"We want to build an awareness in the industry about the importance of having good safety features on equipment," Medemblik continued. "We see the need and feel if there's a way we can help address the need, we want to. We're committed to helping our customers fulfill their responsibilities, to help them achieve the goals they want to achieve."

AFIA's Equipment Manufacturers Conference

Mark your calendars for the 2011 Equipment Manufacturers Conference, hosted in sunny Fort Lauderdale, Fla., Nov. 3-5! EMC is presented by the American Feed Industry Association and the Equipment Manufacturers Committee.

This educational and networking event is designed to address the many issues pertinent to today's equipment designers, builders and installers who serve the feed, pet food and ingredient industries. The program was developed by your industry peers and is designed to benefit your organization. Conference attendees exchange firsthand knowledge through industry and regulatory updates, economic forecasts and panel discussions with stakeholders' companies who provide products to the agricultural market.

Speakers for the 2011 EMC include Jim Hansen, POET Nutrition, Sioux Falls, S.D., who will cover meeting food requirements in an ever-changing world. Randy Schwalke, Agricapital Corporation, New York, N.Y., will provide a sales outlook. AFIA's Joel Newman will give an update on the legislative and regulatory issues impacting today's feed manufacturer, and Keith Epperson, AFIA, will present information on Food Safety Modernization Act and current regulations affecting the industry. We also



The 2011 Equipment Manufacturers Conference will cover issues pertinent to the feed, pet food and ingredient industries. Keith Epperson, AFIA, above, addressed participants at last year's conference, and this year will present on Food Safety Modernization Act and industry regulations.

will provide a climate outlook for the upcoming year and will discuss the potential impact on U.S. and worldwide crop and agricultural production.

A portion of the conference proceeds are used for a scholarship program for students pursuing a degree in feed manufacturing or other closely related degrees. Details on registering for the event can be found at www.afia.org, or if you have questions, contact AFIA's vice president of manufacturing and training, Keith Epperson, at 703.558.3568 or at kepperson@afia.org.

Opportunity is knocking. Have the latest resource for FEED transportation efficiencies delivered to your inbox.

A photograph of a white Walinga truck with a trailer. The truck is parked on a road. The word "SIDERROADS" is overlaid in large white letters on a dark background. Below it, the text "Engineered Transportation Efficiency" is written. In the bottom right corner, there is a logo for "WALINGA ENGINEERED TRANSPORTATION EQUIPMENT" and the text "Brought to you by".

SIDERROADS

Engineered Transportation Efficiency

Brought to you by **WALINGA** ENGINEERED TRANSPORTATION EQUIPMENT

Reserve your digital copy today! Visit http://eforms.kmpsgroup.com/wattpub/forms/side_subscribe.htm

Food Safety Modernization Act: Important Points for the Feed Industry



The Food Safety Modernization Act was signed into law by President Obama on January 4, 2011. This Act is the most comprehensive change to feed regulation since the FDA was created in 1938. FSMA encompasses feed, ingredients, pet food, imports and transportation. All firms currently registered under the Bioterrorism Act are affected by this landmark legislation; however, many of the new authorities are dependent on Congress providing \$300 million of annual additional funding.

PRIMARY SECTIONS AFFECTING THE FEED INDUSTRY:

Hazard Identification and Written Risk Management Plan: The centerpiece of the FSMA is the need for hazard identification and a written risk management plan to control those hazards. This is required of all feed, pet food and ingredient facilities that process, pack, manufacture or hold feed and must be available for the FDA to review and copy. It encompasses several areas and requires recordkeeping for two years.

The FDA has an 18-month timeframe to implement new regulations which will be separate from the food rules. The FDA is authorized to

hire 17,000 new employees over the next four years to carry out inspections (subject to congressional funding).

Registration: Facilities must be registered under the Bioterrorism Act on even-numbered years, and the FDA can suspend a facility's registration for cause.

New Fees Allowed to be Collected by the FDA: The FDA is authorized to collect new fees (e.g. direct costs) for reinspection of failed facilities, reinspection at ports of entry, participation in voluntary import programs and export certifications.

Mandated Inspections Timeframes: The FDA is required to create regulations for low- and high-risk facilities. Low-risk facilities must be inspected within five years of the date of enactment and seven years thereafter. High-risk facilities must be inspected within three years of enactment and five years thereafter. Regulations defining these high/low-risk rankings are due in 18 months.

Traceability and Recordkeeping: The FDA may require more records for high-risk facilities and must require records for all facilities to be maintained for at least two years. Traceability for "commingled" products has been limited (e.g. corn bins).

Records Access: The Bioterrorism Act language was amended to allow the FDA to require records for "...any other similar products..." that are related in adulteration events. This may be products of the same type (e.g. swine feed) or processed on the same line.

Mandatory Recall Authority: This is a new authority. The FDA must first request that a firm voluntarily recall products. If the firm refuses or does not meet the request within the FDA's specified timeframe, the FDA's Commissioner can issue a recall order. Firms may request a hearing, and the hearing must be granted within two days. Further, the recalls may only be for serious adverse health consequences or for death in humans or animals.

Administrative Detention: This authority has been increased from the Bioterrorism Act. The FDA is authorized to detain products that are either "adulterated or misbranded" instead of

"serious adverse health consequences or death in humans or animals," and if it has a "reason to believe" instead of "credible evidence." Rules are due in four months.

Import Requirements: All feed and food importing firms must certify that firms exporting products meet the same hazard ID and written risk management program requirements before exporting to the U.S. This also allows such firms expedited imports. Rules are due within 24 months.

Performance Standards: The FDA is required to develop performance standards for adulterants (e.g. mycotoxins, etc.) based on existing science and review the standards with the USDA every two years. These will likely be guidance documents or action advisory levels.

If you have questions, or for more information on FSMA, contact the American Feed Industry Association at afia@afia.org or 703.524.0810. ■

Sanitary Food Transportation Act:

Included in the FSMA, the FDA has 18 months to publish final rules for this law that was originally passed in 1990 but was never implemented. The FSMA would require records on backhauls and non-food items. In September 2010, the AFIA submitted comments on the implementation of the Sanitary Food Transportation Act to the FDA. The AFIA highlighted the Safe Feed/Safe Food Certification Program's requirement that certified facilities have signed agreements with suppliers detailing the clean-out and inspection procedures for the transportation of feed and feed ingredients.

In the submitted comments, the AFIA expressed concern on the ability of feed and ingredient manufacturers to get information on previously hauled loads, especially by independent truckers and rail carriers. Generally, rail carriers are either unwilling or unable to provide information on previous loads. Companies who own and maintain their own vehicles for transportation of products give the company complete control over the vehicle with regard to feed safety, but many times this is not possible for all incoming and outgoing ingredients and products.

The AFIA also noted that

available information indicates food transportation practices that comply with existing FDA requirements are appropriate and, more importantly, effective. In the past three decades there have been four identified cases of food borne illness that were linked to food transportation practices; in each of these cases the food transportation practices were in violation of existing FDA regulations.

Visit Walinga at These Industry Events

June 8-10

World Pork Expo
Des Moines, IA
www.worldpork.org/

June 15-17

Western Canada Farm Progress
Regina, SK
www.myfarmshow.com/

June 21-22

Ontario Pork Congress
Staford, Ont.
www.porkcongress.on.ca/

July 12-14

Wisconsin Farm Tech Days
Waterloo, WI
www.wifarmtechnologydays.com/

July 20-22

Michigan Ag Expo
Lansing, MI
www.agexpo.msu.edu/

July 22

Milan No-Till Day
Milan, TN
milan.tennessee.edu/MNTFD/

Aug. 2-4

Farmfest
Redwood, MN
[www.biztradeshows.com/
trade-events/farmfest.html](http://www.biztradeshows.com/trade-events/farmfest.html)

Aug. 11-21

Iowa State Fair
Des Moines, IA
www.iowastatefair.org/

Aug. 18-19

Hastings County Farm Show
Bellville, Ont.
[www.hastingsfarmshow.com/
welcome.htm](http://www.hastingsfarmshow.com/welcome.htm)

Aug. 9-11

Empire Farm Days
Seneca Falls, NY
www.empirefarmdays.com/

Aug. 16-18

Ag Progress
Rock Springs, PA
www.agsci.psu.edu/apd

Aug. 30-Sept. 1

Farm Progress
Boone, IA
www.farmprogressshow.com/

Sept. 13-15

Big Iron Farm Show
West Fargo, ND
www.bigironfarmshow.com/

Sept. 13-15

Husker Harvest Days
Grand Island, NE
www.huskerharvestdays.com/

Oct. 4-8

World Dairy Expo
Madison, WI
www.world-dairy-expo.com/

Sept. 13-15

Canada's Outdoor Farm Show
Woodstock, ON
www.outdoorfarmshow.com/

Sept. 20-22

Ohio Farm Science Review
London, OH
www.fsr.osu.edu/

Oct. 5-7

Ozark Fall Farmfest
Springfield, MO
[www.farmtalknewspaper.com/
ozarkfallfarmfest](http://www.farmtalknewspaper.com/ozarkfallfarmfest)

Nov. 9-11

Wichita Farm & Ranch Show
Wichita, KS
www.tradexpos.com/wichita/

Nov. 10-13

Canadian Western Agribition
Regina, SK
www.agribition.com/

Oct. 18-20

Sunbelt Ag Expo
Moultrie, GA
www.sunbeltexpo.com/

Nov. 10-13

Agri-Trade Expo Int'l Farm Eq.
Red Deer, AB
www.agri-trade.com/

Nov. 17-18

Gateway Farm Show
Kearney, NE
www.gatewayfarmexpo.org/

Nov. 29-Dec. 1

Greater Peoria Farm Show
Peoria, IL
[www.farmshowsusa.com/Mains/
PMain.htm](http://www.farmshowsusa.com/Mains/PMain.htm)

Looking Ahead

Driving as much as I do, one has a lot of time to think about a lot of different things. Something that occurred to me recently was how often we want to have the first version when something shiny and new comes out. You know, like new cell phones, new HD TVs, or the new model of a car or pickup.

There is an old rule that I learned from my Dad. He always said, "Don't buy the first off, because there are too many bugs in them." I believe that you could say this is the case for just about anything, even when it comes to agricultural equipment!

Yes, this is a little odd for me to be saying as a manufacturer of equipment, but it's true. We are fortunate and thankful our customer base usually includes someone willing to work with us as a manufacturer until we get it right. Our commitment is that we will run with our customers until we get it right; whether it's the first version or the hundredth one. This is what it takes to continue to innovate, develop and grow the wonderful feed industry.

Sometimes new ideas don't fly like we anticipate, and we've seen our fair share of these not-so-good ideas come and go over time. Or, maybe not even that it wasn't a good idea, but more likely it was a poorly timed idea.

Therefore, I think it's safe to say this is what Walinga is all about. That is, looking at new information and ideas that our customer base is feeding us about needs within the industry.

But this isn't unique to just our customers. It is also apparent because we're involved in feed trade associations and participate in the research and development process that goes along with launching new products and innovations important to the industry. It also comes from supporting educational initiatives where our customers learn about important industry issues.

This is what helps us and our partners grow as individuals first, and then afterward, as companies who do business together.

It is our main objective, then, to look for ways in which we as a company can help you, our customers, *gain more*. *Gain more* in safety,

gain more in efficiency, *gain more* in customer respect and *gain more* in your bottom line. This is achieved mainly by producing equipment that will help you in the long run. This is done by building that equipment to last and to perform day in and day out, and then standing behind it like no other. **This is so you can haul feed more effectively and efficiently and like no other!**

Though we are not always the first to "the punch" on certain options, we do make sure that when we put something new into the market it is right for the customers we serve and for the timing they need. We pledge to our customers that we're there for them until we get it right; whether it's the first version or the hundredth one. As I said earlier in this note, **Walinga's commitment to our customers is to enable you to haul feed like no other!** ■

Introducing
ALUMACLEAR[™]
The Ultimate Aluminum Clear Coat System

The **Alumaclear Aluminum Clear Coat system** is an exclusive process that helps maintain a "fresh-from-the-factory" shine on a wide variety of aluminum equipment.

Our technicians professionally apply **Alumaclear** to aluminum flat bed frames, dump bodies, gravel trains, livestock haulers, grain bodies, feed tankers, vacuum and pumper trucks. **Alumaclear** is also idea for protecting aluminum bumpers, wheels and trim.

	<table style="width: 100%; border-collapse: collapse;"><tr><td style="padding: 2px;">AlumaClear Spray Can</td><td style="text-align: right; padding: 2px;">\$20</td></tr><tr><td style="padding: 2px;">AlumaPolish</td><td style="text-align: right; padding: 2px;">\$20</td></tr><tr><td style="padding: 2px;">Soap w/ wax</td><td style="text-align: right; padding: 2px;">\$20</td></tr><tr><td style="padding: 2px;">Cement Remover</td><td style="text-align: right; padding: 2px;">\$80</td></tr><tr><td style="padding: 2px;">Aluminum Cleaner</td><td style="text-align: right; padding: 2px;">\$130</td></tr><tr><td style="padding: 2px;">Glue & Adhesive Remover</td><td style="text-align: right; padding: 2px;">\$25</td></tr></table>	AlumaClear Spray Can	\$20	AlumaPolish	\$20	Soap w/ wax	\$20	Cement Remover	\$80	Aluminum Cleaner	\$130	Glue & Adhesive Remover	\$25
AlumaClear Spray Can	\$20												
AlumaPolish	\$20												
Soap w/ wax	\$20												
Cement Remover	\$80												
Aluminum Cleaner	\$130												
Glue & Adhesive Remover	\$25												

**CALL FOR A DEALER
NEAR YOU**

Rob Loney—Service
231.510.7092
alumaclear@gmail.com

AlumaProducts
231.233.2251
alumaproducts@gmail.com

Don't settle for the first thing that comes along...

In an industry filled with change & new regulations Walinga strives to provide you with the most up-to-date features, components & options. From capacity to performance to durability, Walinga units are built to provide a return on investment to help you achieve all your efficiency goals!

