

SIDERoads

ENGINEERED TRANSPORTATION EFFICIENCY

SUMMER 2012

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Floradale Feed Mill

Experience and customer service
keys to longevity and success

Also in this issue:

Key Cooperative:
Finding success in several markets

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Welcome to *SideRoads* Summer 2012

When we present ourselves to others, how do we see ourselves presented? Are we trustworthy? Do people sense that in us? Or, do they see someone totally different than who we think we are? This thought has lingered in the back of my mind with every issue of *Sideroads* that we have published over the past several years. Yes, we have been publishing this little magazine now for 4 years! This will, in fact, be our eighth issue of the magazine. Recently, this thought was brought more to light when I read another manufacturer's similar magazine, from a totally unrelated industry. In it, the president of the company related a story



about the passing of his father, the founder of the company. It struck me, as he wrote openly about his faith and how his father had moved the company forward over the years. And as I read it, I thought: This is also a lot of who we are.

But then I also got to thinking, is this how our customers – and then extended that in a little different direction, is this how our families and our fellow employees – see us? Do we carry ourselves day to day in the same manner in which we promote ourselves to be, do we show our customers that, yes, we are trustworthy, and that we really do have a wealth of knowledge with which to provide them? In this day and age, this idea, or this mentality may be a tough one to find in certain faculties of life. Well, that's being a little harsh you might think. Think about it for a minute, though: How much of what happens around us today isn't done as

a result of people not trusting each other? We see it in how different rules and regulations are imposed on us as an industry, from things like how poultry is raised to how livestock is slaughtered. And then, look at the regulations for food safety. These are all directly, or indirectly, a result of trust.

Society has been led to believe that the family farm has been minimized for the sake of the factory farm, and then, by extension, the factory farm is not to be trusted because they only care about the bottom line. How did I come to this thought? I was at an association meeting in March where I listened to one of the speakers talk about who we are as an

Do we carry ourselves day to day in the same manner in which we promote ourselves to be, do we show our customers that, yes, we are trustworthy, and that we really do have a wealth of knowledge with which to provide them?

industry, what we know of our market, our opponents and ourselves. He did a good job of explaining that those who are opposed to agriculture know a lot more about us than we do about ourselves. And that's why I started off with: How well do we know ourselves and how well do we show this not only our customers, but also to those around us? Are we doing the best with the talents we have been given? Are we showing ourselves to be good stewards? For the most part, I would answer yes. As an industry, we put a lot of effort into ensuring we do things not only with good intent, but also we try to go above and beyond. My hope is that you will also see this same effort and concern in the articles featuring the two companies in this issue of *Sideroads*. ■

Terry Medemblik, Sales & Marketing Manager
[Walinga Inc.](http://www.walinga.com)



Floradale Feed Mill marks 50-year milestone

Experience and customer service keys to longevity and success

Floradale Feed Mill Limited in Ontario, Canada, has reason to celebrate. The company is marking its 50th anniversary in 2012, and its motto continues to be its guiding principle: Offering our customers the “finest in feeds and service for over 50 years.”

As a full-service feed supplier to the livestock and poultry industries in the province of Ontario, it offers a wide array of feed manufacturing capabilities. “We have assembled an enthusiastic team of people to serve our customers. Our employees are friendly, knowledgeable and professional, whether they work in trucking, sales, nutrition, production or management,” says Craig Schwindt, president and general manager.

Floradale is a HACCP-certified, state-of-the-art feed manufacturing facility with a convenient farm supply store and a modern, versatile fleet of trucks. Floradale has 110 full-time and part-time employees.

Ward Schwindt started the business in 1962 and guided it along a path of steady growth. His son, Craig, joined the company in the mid-1970s and now manages the business. “My dad made sure the transition was as seamless as possible when he suddenly passed away in 1995,” Craig says.

DIVERSE CUSTOMER BASE NEEDS DIVERSE EQUIPMENT

The company’s customer base is 55 percent feather, which includes chicken and turkey; 25 percent cattle (mostly dairy); 15 percent swine; and five percent other. “Since all the species have different requirements – from sales and support to manufacturing and delivery – we need to meet all of these varying needs,” Craig says.

Amsey Weber has worked as dispatch/fleet manager for 38 years at Floradale and has seen how progressive and successful the



Top: Floradale Feed Mill staff are celebrating the company's 50th anniversary in 2012. Bottom left: Floradale has a versatile fleet of trucks. Bottom right: From left, Craig Schwindt, president; Amsey Weber, fleet manager; and Brian Chamberlain, operations manager.

company has become. He credits Walinga for adding to this success. "We have an excellent group of drivers who take their truck driving responsibilities seriously. We have a great looking fleet of trucks thanks, in part, to Walinga. We appreciate their engineering workmanship and all of the improvements that they have made over the years," Weber says. Weber continues to manage the fleet for the company but has handed most of the dispatching duties over to Kirby Martin who has been with the company since 1993 as a driver.

When Weber started with Floradale as a driver, the company had a fleet of five 10-metric-ton trucks. Today, the fleet is made up of 14 box trucks and seven hopper trucks. The trucks vary in size – from 16 to 40 metric tons. As the feed industry has evolved, Floradale requires both box and hopper trucks to accommodate various farm bio-security needs. Hopper trucks provide a

measure of safety since drivers don't have to enter the hopper for clean-out. The entire fleet has Walinga feed delivery bodies.

This year Floradale purchased its first Cat truck – a Cat CT660. The truck is equipped with a bulk feed delivery hopper tank with seven compartments. It's also equipped with an automatic transmission – the first automatic in the fleet. "It's a big switch from the 18-speed manual transmissions," Weber says. "Driver attitudes have changed in recent years regarding automatic transmissions; they are now requesting them. We want to be considerate of our drivers' requests; they are a very important part of the company."

Floradale now has its second truck with an automatic transmission on order. It's currently in Walinga's shop where they are installing a bag/bulk transfer unit on the truck.

Weber says Walinga has listened to its drivers for input. Walinga has catered

to Floradale's requests for such things as specific body design changes, smooth and clean unloading, safety light packages and safety rails. All of these features help to accommodate driver safety.

"Some of our drivers have been with us for more than 20 years," says Brian Chamberlain, operations manager. "So they have seen all of the safety innovations."

Walinga continues to offer its advice and expertise on the fleet side. "They have been involved in many of our drivers' meetings and training sessions. Not only have our drivers benefited from these sessions, but I think Walinga's staff have taken things from these meetings and used them to improve on their equipment. It's helpful to hear the issues that arise directly from our drivers who are using their equipment all day long," Chamberlain says.

The proximity of Walinga's service and repair shop to Floradale is an added bonus; it's just 30 minutes away. "Their repair people can service our trucks as late as midnight," Craig says.

REGULATIONS AND UPGRADES KEEP FLORADALE CURRENT

"As MTO [Ministry of Transportation] regulations changed, Walinga had to be there to help us meet these changes. I remember when axle weights were implemented, and the feed industry – especially drivers – frowned on this. But it was only the beginning," Weber says. The MTO Safe Productive Infrastructure-Friendly regulation went into effect in 2011, and this has brought about some weight reductions and restrictions. "We have always used steering lift axles. And even though the new SPIF regulation came into effect, we can, fortunately, still use our older units for a number of years," Weber says.

Trucks kept getting bigger and bigger, and extra axles were added to accommodate maximum weights. "We have gone from single axle, to tandem, to tri-axle trucks – and from tri-axle and quad-axle to five-axle trailers. After some years, the MTO started to see what was happening to the infrastructure of our roads and highways," Weber says. In

WALINGA DELIVERIES



WHO: Marley Transport

WHERE: Perth, Australia

WHAT: 34ft Set of Doubles, 1/2 moon drag conveyor, air discharge system. Capacity: 55.4 Metric Tonne

WHEN: February 2012

WHO: Little Valley Transport LTD.

WHERE: NEW LOWELL, ON

WHAT: 46ft All Aluminum Bulk Commodity End Dump Trailer

WHEN: March, 2012



the future, Floradale must deal with changes regarding highway axle weight restrictions.

"We are constantly upgrading and replacing our fleet to make sure they are not only the best and safest on the roads but meet all feed safety programs," Chamberlain says. "Walinga plays a large part in these efforts, as well as the feed industry and the associations that we are involved in. Walinga has always played a key role in building a truck that will accommodate the needs of our customers," he says.

The company also continues to upgrade its facilities. "We are constantly reinvesting in our production facility that today has the best of everything – equipment, new shipping line, new power house, new pellet lines and micro-ingredient delivery systems – just to name a few. We also have the latest in plant automation, which makes it a state-of-the-art manufacturing facility," Chamberlain says. "We continue to invest in new technologies and equipment required of a modern, progressive feed manufacturer, but it's the experience and talents of our people that make it all work."

EMPLOYEES AND CUSTOMER SERVICE MAKE THE DIFFERENCE

Fairly low personnel turnover has played a role in providing service to Floradale customers with the many years of experience the company can offer.

"Floradale Feed Mill prides itself with some of the best employees in the industry. We treat each customer with respect because we value our relationship with each of them," Chamberlain says. Those customers include small and large operations and farms involving single species and multi species. "We have maintained manageable growth over the years, which has enabled us to continue our good working relationship with each customer."

The years of service at Floradale are impressive. On the fleet side, they have two drivers with more than 30 years of experience. Five have more than 25 years. On the plant side, they have three people at 40 years or more and seven with more than 30 years of service. There are

also several in the 20-year range. "That's a lot of experience, and that says something about our company and the quality of people we have working here," Chamberlain says. Floradale also prides itself on its health and safety programs, both in the plant and on the fleet. Regular safety meetings are held for each department along with various training sessions.

Customers continually comment on the company's service. "Sometimes customers see our drivers more often than our salespeople," Chamberlain says. "And they comment on their friendliness, attitude and their willingness to serve them. We have an incredible variety of orders – from small to large. You then throw into that mix the different types of species, medication sequencing, bags and bio-security issues. Walinga has always helped us adjust to these changing operations and the needs of each farm that we are dealing with. Walinga continues to be a part of the solution," he says. ■



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Market diversity a strength for Key Cooperative

The co-op has found success in branching out into several markets.



The co-op ended fiscal 2011 with \$451 million in total sales and is ranked in the top 100 cooperatives nationally for sales volume.

Key Cooperative is a progressive cooperative in Iowa that offers products and services in feed, grain, agronomy, energy, building materials and construction services, as well as NAPA parts and auto services.

The cooperative also operates three wholly owned subsidiaries: Centrol (precision agriculture equipment and services), Roland Transport (interstate truck transportation) and RTI Logistics (truck transport brokerage). The co-op serves 3,100 Class A and B members and features 12 full-service locations with

more than 200 full-time employees. It ended fiscal 2011 with \$451 million in total sales and is ranked in the top 100 cooperatives nationally for sales volume.

"As a member-owned organization, Key Cooperative takes our mission to be an 'Essential Business Partner' seriously," says Rick Weigel, Key Cooperative's feed department manager. "That's why we continually look for solutions to address the ever-changing agricultural and business landscape."

The co-op has grain storage capacity totaling 24 million bushels and operates two feed mills in Grinnell and Gilbert, Iowa. It produces 360,000 tons of feed per year.



Key Cooperative serves members in Story, Polk, Jasper, Poweshiek, Mahaska, Tama and surrounding counties.

The co-op is successful due in part to its diverse line of products and services. Examples of these services include its innovative condo grain storage program, being the first co-op in Iowa to implement the Cenex Automated Fuel Delivery

Program, and developing the producer risk management tool AgroMetrix. It also carries a full line of lifestyle feed for goats, lambs, dogs, cats and rabbits. "Our focus is providing diverse, dependable resources that add value to our customers at the right time and in the right place," says Matt James, Key Cooperative's feed operations manager. "Our staff of knowledgeable professionals operates as logical extensions of our customers' operations, earning their trust and confidence."

"We continue to look for opportunities to grow value for members and customers. This requires a continued commitment to top-quality personnel and investment in the right tools, technologies and resources," says Jim

Magnuson, general manager for Key Cooperative. "We have the financial, human and technical resources needed to keep our organization current and on the cutting edge."

FEED OPERATION RELIES ON HOAG TRAILERS

Livestock producers know the importance of their bottom line profitability. Key Cooperative uses the latest in nutrition and manufacturing practices at its mills in Grinnell and Gilbert to produce the highest-quality feed that will optimize an animal's performance. The co-op's feed customers can expect to work with a fully trained, experienced employee team and sales consultants for quality formulated feed for swine, beef, dairy and poultry operations using locally produced corn. Additionally, an equine specialist can help horse owners keep their animals healthy by providing the latest information and education on nutrition.

Key Cooperative's feed department uses 10 Walinga HOAG, High Output Auger System, trailers. "These HOAG feed trailers unload 24 tons of feed in eight and a half to 10 and a half minutes," Weigel says. Key Cooperative has been a Walinga customer for a long time. Before the HOAG trailers were manufactured, they purchased Walinga's standard feed trailers and a Walinga feed recovery vac as well.

The HOAG trailer is an ultralight, aluminum trailer known for making quick work of any bulk feed delivery. Walinga uses exclusive technology called Monoblock hydraulic controls that increase efficiency and maintain lower oil temperatures, which extends the life of the hydraulic system.

Walinga has also helped Key Cooperative in the area of employee safety. "Walinga offers the option of installing hand rails on the feed trailer lids for an employee to hang on to when they are on top of the trailer," James says. "This ensures that all of the compartments are safely cleaned out."

Walinga offers on-site maintenance, as well. "Walinga has a service man (Darwin Van Otterloo) who will come on-site to do preventive maintenance checks. Plus, he can do some repairs on-site rather than having

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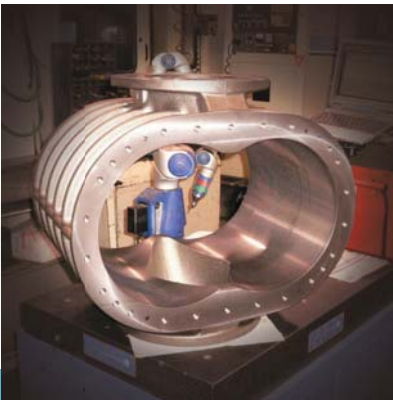
We're not the biggest, but we strive to be the very best, to deliver unsurpassed customer service, to remain diligent in offering newer and better ways to unload feed.

Through continued dialogue with our customers we help them gain the highest efficiencies possible, in unloading rates, in payload, in cleanout and in return on investment. A smart business is a profitable business and we're here to help. We've built our company dedicated to you and an industry that truly embodies passion. A passion to build, a passion to ensure the success of their customers and provide for their communities.

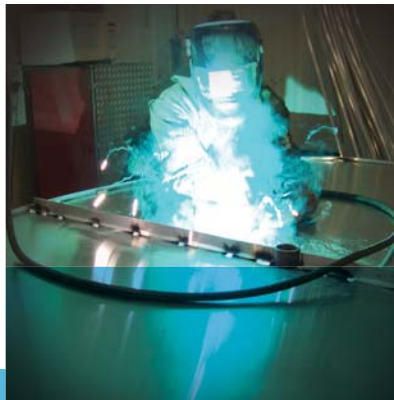
If you're not already acquainted, allow us to introduce ourselves. If we are acquainted, we would like to thank you for more than fifty years of support.

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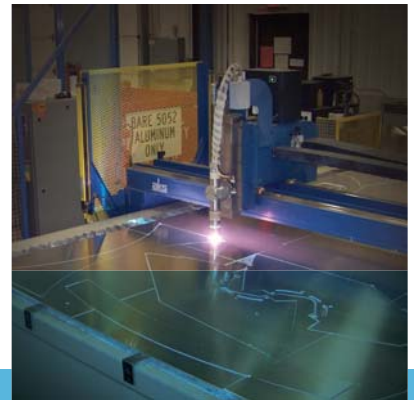
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Our North American Machining Division manufactures best of breed precision components.



Assembly processes maximize inherent material characteristics for the best strength to weight ratios.



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Key Cooperative employees, from left, Matt James, feed operations manager, and Rick Weigel, feed department manager.

us take our equipment to their shop in Sioux Center, Iowa, to have it repaired," James says.

Having Walinga's customized transportation vehicles is smart business for the cooperative. "Standardizing our feed trailer equipment helps reduce the amount of inventory in spare parts for repairs," James says.

HACCP CERTIFICATION, EQUIPMENT UPGRADES ADD TO CREDENTIALS

The feed department also achieved HACCP certification in 2011 with an outstanding first inspection score. The HACCP certification impacts Key Cooperative's feed business in many ways, according to Weigel. "Our largest feed customer required our Grinnell mill to become HACCP-certified if we wanted to maintain their feed business," he says.

Following HACCP principles also helps its Grinnell mill – which is a registered FDA feed mill – comply with the Food Safety Modernization Act that President Obama signed into law in January 2011. "It reminds all of our feed division employees the importance of having a positive atti-

tude toward manufacturing and delivery of high-quality and safe feed to all of our customers," Weigel says.

Timely, worry-free delivery of manufactured feeds to the area's livestock operations is Key Cooperative's goal. "Our commitment is to continue to efficiently produce high-quality feed," Magnuson says. One example would be an equipment upgrade that was completed in the Grinnell mill increasing capacity to 100 tons per hour. Key Cooperative is continually rated as one of the top-performing feed mills in Iowa, according to James. These ratings are given by larger, pork integrator customers and from internal and external audits.

GRAIN MARKETING

Key Cooperative also helps its customers to market grain more effectively. "We understand the challenges and potential pitfalls that come with storing and marketing your grain crop," James says. Using a wealth of innovative risk-management programs, condo storage, up-to-the minute market information, as well as a variety of contracts, Key Cooperative helps customers recognize and take opportunities to boost profitability. Available services include grain drying and storage, grain storage ownership options, marketing assistance and education, and daily grain bids.

"Key Cooperative's commitment is to provide efficient, friendly service at each of our locations. That's why we are continually expanding and upgrading our facilities," Weigel says. "Our latest project – construction of a 50 car shuttle-loader rail facility in Newton, [Iowa], – allows us to better handle grain while providing access to additional markets."

CROP PRODUCTION AND TECHNOLOGY

"As managing costs becomes more important to a business's bottom line, Key Cooperative has developed the AgroMetrix planning tool, allowing our members to maximize the margin between crop revenue and input costs," Magnuson says. Producers work with their Key Cooperative agronomists to develop a plan, whether it's for the operation as a whole or from field to field, using real-time

future grain contract values and related input costs. AgroMetrix provides an always current position allowing users to take advantage of opportunities in the market.

In addition to feed and grain, other strong areas for the cooperative include field scouting, trouble shooting, crop recommendations, soil sampling and analysis, grid sampling and variable rate application, and crop insurance protection. To further assist its members, Key Cooperative also operates an online customer support center. When customers visit its website and go to the Connection Central area, they will find access to grain and accounting information, monthly statements and other features. The website also contains yearly transactions organized for assisting customers to complete agricultural worksheets for taxes. Membership forms and credit applications are also available on the site.

SUPPORTING COMMUNITY EFFORTS

Key Cooperative is active in the communities it serves, reinforcing its commitment to those communities in which it is an integral partner. It offers scholarships to area high school seniors through the Key Cooperative Community Scholarship Program. This program recognizes and encourages the academic achievement of local students. Twelve high school seniors receive non-

renewable scholarships of \$1,000 each year. The co-op also recently participated in an important safety effort with area fire departments when one of its wood cribbed grain elevators needed to be replaced. The Roland Fire Department and more than 120 firefighters from other local departments took part in a controlled burn as a training exercise.

LEADING BY EXAMPLE

By definition, a cooperative is for the mutual, social, economic and cultural benefit of its members. "Our goal is to enhance the long-term success of our members and customers. We believe they expect Key Cooperative to continue to lead," Magnuson said. "This can only be achieved by an outstanding group of dedicated and knowledgeable employees."

Customer and prospect contacts emphasize linking organizational strengths with customer needs. From year to year, the co-op must deal with increasing volatility in weather, markets and trade policies. In spite of these challenges, Key Cooperative strives to consistently perform at a high level. "In today's market, producers need reliable service and professional expertise to assist in making their farming business successful, and at Key Cooperative you will find both," Weigel says. ■

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Inside Walinga

Machine Shop Focus

New Walinga machining capabilities result in new components

Being proactive is a key ingredient to a successful company, and Walinga's Machining Division is no exception. Cor Lodder is the director of operations, and he has been there to witness the growth and diversification of Walinga's machining capabilities. It all began one tool at a time back in 1981 and continued to evolve due to the company's desire to manufacture its own components.

"The original main objective was to assume the manufacturing of our own blowers and airlocks, which are used in our transportation equipment and on our pneumatic conveying systems," Lodder says. However, as the operation grew, Walinga decided to pursue other opportunities and establish a more formal Machining Division.

Airlocks are also known as rotary valves or metering valves. They all serve the same purpose and that is to move product along in an efficient and controlled manner while minimizing dust exposure. The airlock and blower are the heart of the pneumatic system, as the blower generates the vacuum and pressure in the air flow while the

airlock keeps the vacuum and pressure separate. The airlock's design allows for a freer flow of material, which provides maximum capacity and minimal product damage. It also has reversible rotation capabilities, which allows an operator to safely and easily remove foreign objects from the grain product.

NEW OPPORTUNITIES MEAN NEW PRODUCT LINES

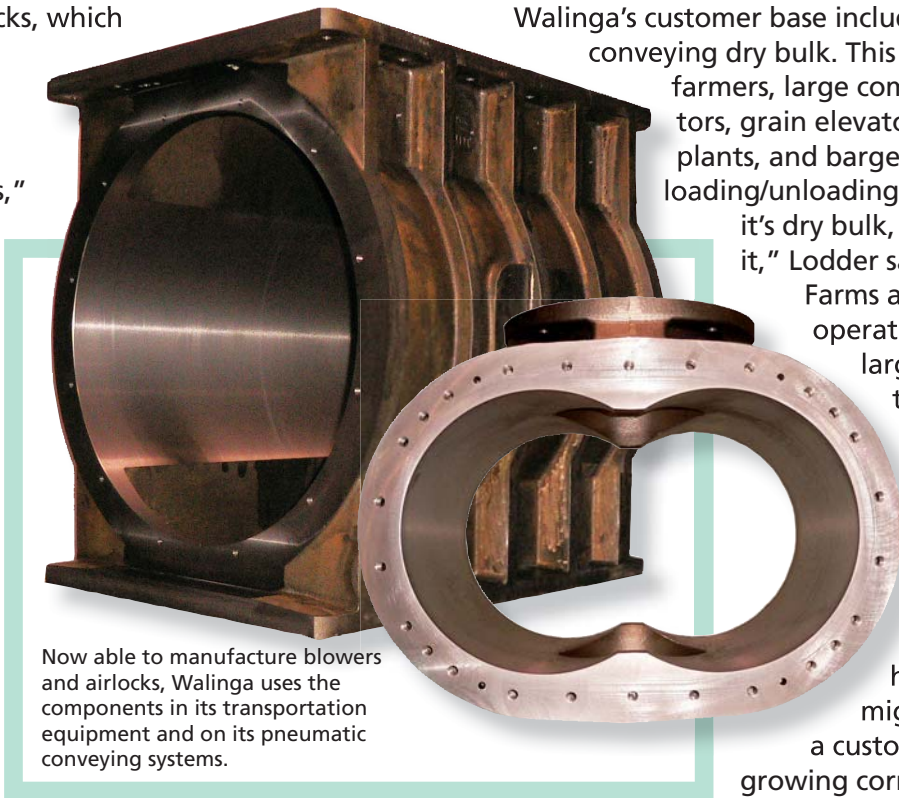
Walinga's customer base includes anyone conveying dry bulk. This could include farmers, large commercial operators, grain elevators, processing plants, and barge and ship loading/unloading companies. "If it's dry bulk, we can move it," Lodder says.

Farms and commercial operators are getting larger and need to move higher volumes of product in a shorter time. "It's all about conveying efficiencies," he says. This might include

a customer who is growing corn for ethanol or another client who is using

Walinga's machine components in its plant that processes palm nuts or sunflower seeds.

The Machining Division works somewhat independently from the other Walinga operations. It's located in Carman, Manitoba, Canada, just



Now able to manufacture blowers and airlocks, Walinga uses the components in its transportation equipment and on its pneumatic conveying systems.



Most of the equipment in the machine shop is now Computer Numerical Controlled, such as this cylindrical grinding machine.

one hour southwest of Winnipeg. The Fergus, Ontario, plant focuses on components related to Walinga's pneumatic conveying systems; the Guelph, Ontario, plant focuses on transportation equipment.

The machine shop prides itself on being modern and state-of-the-art as most of the equipment is now Computer Numerical Controlled. The machine parts are also fully enclosed, making for a safer and cleaner environment. "We take pride in all of our plants for our very good health and safety record," Lodder says. Two of its CNC machines were custom-designed and built by employees in the Machining Division – a dynamic balancing machine and a planer profiler for its roots-type blower impeller assemblies.

The machining employees like to be involved and informed when it comes to new capabilities, Lodder says. "We have a very talented team of employees with broad-ranging skills that allow us to design and build most of our specialty tooling and all of our jigs and fixtures. Our preci-

sion assembly team continues to refine their skills while they build the roots-type blowers and airlocks/rotary valves for our own product lines. They are always looking for new applications for their components," he says.

As the Machining Division grows its export market, it plans to keep up-to-date on ISO regulations. "New designs as well as increased capacities are needed to meet the growing needs of the global marketplace," Lodder says. One example of this global outreach includes a business in Indonesia that has purchased a Walinga Agri-Vac for its coffee bean plant. "This is a real-life example that people can relate to," he says.

The Machining Division has also expanded into the petrochemical, plastics, waste management and recycling areas of business. "Our manufacturing and support systems are very diversified. If you require a specific component for your business, we will do all that we can to meet your needs," Lodder says. ■



Inside Walinga

Walinga's Agri-Vac makes grain handling easier, safer

Moving product fast, with minimal manpower

Gregg Rumbold knows firsthand about farm safety issues. As one of the owners of Rumbold & Kuhn Inc. in central Illinois, he is very familiar with Walinga Agri-Vac equipment, and the machines have helped to solve a safety issue with which he has personal experience.

Years ago, Rumbold and his older brother David were cleaning out a grain bin on the family farm. David was reaching for the handle of an open screw auger with a glove on his hand when the glove became caught. His right arm became entangled in a six-inch auger. His arm was badly injured, but, fortunately, he did eventually regain full use of the arm. "It could have been much more serious – even fatal," Rumbold says. "It did motivate us to pay much more attention to safety in our family grain business."

USING AGRI-VAC

Rumbold & Kuhn, which celebrates 60 years in business in 2012, uses – and rents – the diesel-designed Agri-Vac. "The nice part about the Vac is safety. When you clean up a bin, there are no dangerous moving parts (like bin-sweep augers) and no chance of getting entangled in an auger," Rumbold says. "Also there's less dust inside the bin; so you're not breathing dust into your lungs. Grain handling becomes simpler, safer and healthier."

The Agri-Vacs are either diesel powered or PTO driven and are used to suck up grain or another product. "Basically, these machines help farmers and others who have to move a



All of Walinga's Agri-Vacs move grain quickly, with capacities of up to 7,500 bushels per hour.

lot of product fast and with the least amount of manpower," says Tom Linde, Walinga's pneumatic conveying systems sales manager who works out of the Fergus, Ontario, Canada, office.

All of Walinga's Agri-Vacs move grain quickly, with capacities of up to 7,500 bushels per hour. They are like a large vacuum cleaner in that



they suck the grain from a truck and blow it into a storage container. When it's time to ship the grain out, they suck the grain from storage and blow it into a truck or rail car. The Agri-Vacs can suck from more than 100 feet away and also blow 100-200 feet. Most users of the diesel-powered equipment are large operators, such as grain elevators or larger commercial farmers.

GUIDELINE COMPLIANCE

OSHA has become more aggressive in enforcing its confined space grain storage regulations. Over the years, many people have died walking on the grain in a grain bin, becoming trapped and suffocating. Injuries also result from being caught in a moving auger. That's why Rumbold & Kuhn has adopted the new grain vac technology from Walinga. OSHA has increased the fines for first and second offenses if you are caught violating its rules. The goal is that people will take these rules more seriously since the dangers continue in the industry.

The ease of moving grain from hard-to-reach places is another advantage, according to Rumbold. "The machine has adaptable design

features, such as a flexible hose and a hydraulic lift that can reach great distances. It can maneuver in tight spots and awkward angles."

"My father and grandfather taught us to work hard and as efficiently as possible in our family-run business," Rumbold says. "And we've continued to use Walinga's grain vacs over the years because of their efficiency and dependability."

Walinga has been building grain vacs since the late 1970s and are continuously being improved. "We often say we feel like we're driving the 'Cadillac of grain vacs' with a Walinga," Rumbold says. "We also like to offer the best to our grain customers, which is why we rent out our Walinga vacs on a regular basis." ■

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www.worldpork.org/

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www.porkcongress.on.ca/

June 20 - 22, 2012

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

July 12 - 14, 2012

3I Show
Dodge City, KS
www.3ishow.com/

July 17 - 19, 2012

Wisc. Farm Tech Days
New London, WI
www.wifarmtechnologydays.com/

July 17 - 19, 2012

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

Aug. 7-9, 2012

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

Aug 16-17, 2012

Hastings County Farm Show
Bellville, Ont.
www.hastingsfarmshow.com

Sept. 11-13, 2012

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

Aug. 7-9, 2012

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

Aug. 21-23, 2012

Dakotafest
Mitchell, SD
www.ideagroup.com/dakotafest

Sept 11-13, 2012

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

Aug. 9-19, 2012

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

Aug 28-30, 2012

Farm Progress
Boone, IA
www.farmprogressshow.com/

Sept. 11-13, 2012

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

Aug. 14-16, 2012

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

Sept. 17-19, 2012

Soyatech
New Orleans, LA
www.soyatech.com/

Oct. 2-6, 2012

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

Nov 6-8, 2012

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

Sept. 18-20, 2012

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

Oct 5-7, 2012

Ozark Fall Farmfest
Springfield, MO
www.ozarkempirefair.com/

Nov. 7-10, 2012

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

Nov 19-24, 2012

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

Oct. 16-18, 2012

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

Nov. 14-15, 2012

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

Nov 27-29, 2012

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

Looking Ahead

We have covered a fair bit of ground in this issue of *Sideroads* with two important customer stories. The one, a family owned feed company that grew from humble beginnings and still holds to its beliefs and convictions. And then a story on a co-op that looks at business in a relevant way, a way in which a larger company continues to show trust and virtue. Both of these companies, though different in composition, are much the same in style of operation. The customer and the community hold tremendous importance.

Looking ahead, this is, or ought to be, the common thread we all have. We all have a desire to ensure we provide good products. Whether that is equipment, feed, food or service, we need to understand that providing good products is a priority, as many people depend on us. It's important that we stand strong, together and that we continue to strive for better ways to do what we do. Not just for fiscal profit, but for the benefit of society.

And so, we as a company also feel it's impor-

tant that we support industry trade associations and continue to provide input to these associations. Also, we must not be stagnant in our approach, but rather active in every way. It continues to be our plan to look for ways in which we can improve the performance of our equipment overall. As a supplier of equipment, we have to continue to look at ways to make the equipment more efficient, safer and durable.

As said in our vision statement, *"We intend to fulfill our Christian mandate by manufacturing customized products of the highest quality at the fairest price through efficiency, organization and innovation in an environment that includes all employees. For our customers we guarantee accessibility, professional expertise and meticulous attention to detail. Our total commitment to quality is not only our inheritance, it is our foundation for the future. Through this we expect to see continued growth for future generations, that they continue on the path set before them."* ■



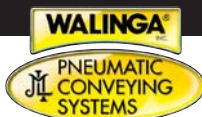
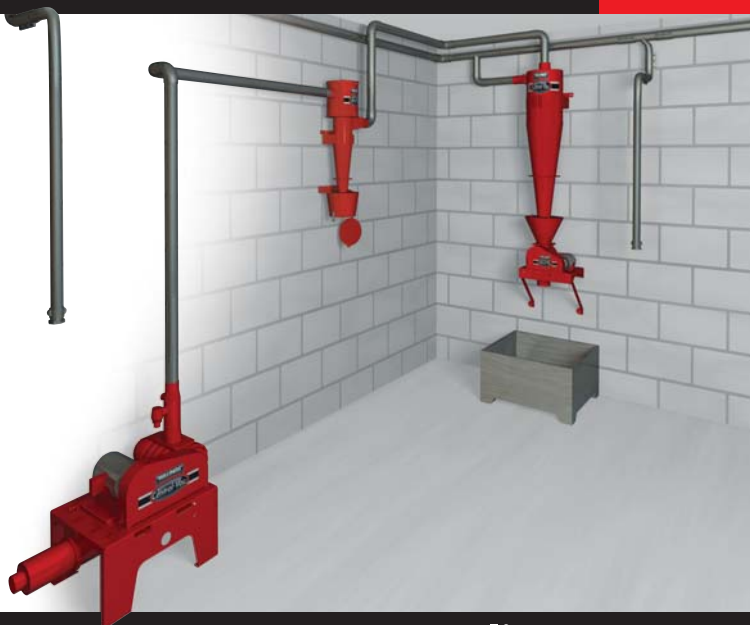
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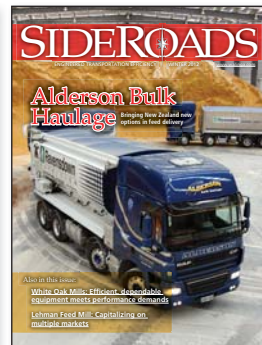
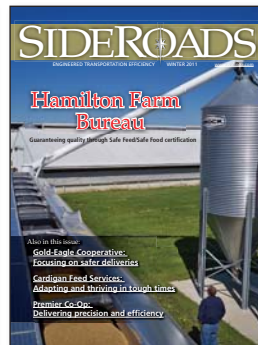
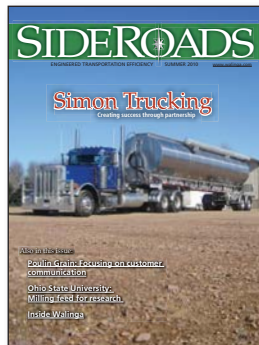


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