

SIDEROADS

ENGINEERED TRANSPORTATION EFFICIENCY

WINTER 2012

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Alderson Bulk Haulage

Bringing New Zealand new options in feed delivery



Also in this issue:

White Oak Mills: Efficient, dependable equipment meets performance demands

Lehman Feed Mill: Capitalizing on multiple markets

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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

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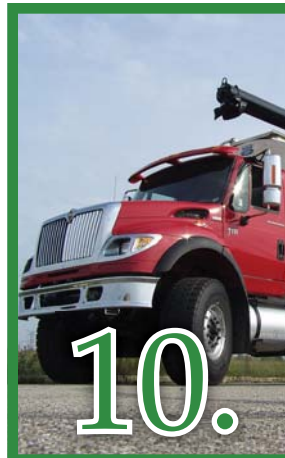
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Welcome to *SideRoads* Winter 2012

What does the word passion mean to you? To me, and I would guess to you, too, it's a desire to do the best you can, all the time. This is exactly what the word means to the Walinga family as well. Most of us have a distinct passion – one that includes the passionate pursuit of building the best feed equipment we can. We also have a passion for understanding our customer's needs and the industry we serve. That's why Walinga participates as active members in many different industry associations, including both local and national feed associations.

In mid-October 2011, I was fortunate to be able to attend the National Renderers Association Convention in Tucson, Ariz. I was awestruck at the passion the event attendees have for their industry! In spite of that passion, the NRA has mostly seen a lack of respect in how society views the group.

Did you know that the NRA was at the forefront of recycling? Renderers utilize more products that normally would be left as waste and turn them into something useful and beneficial. North America renders 59 billion pounds of biological materials each year. Because of rendering, dangerous materials are not being dumped in landfills, burned, buried or distributed in our environment. Proper rendering allows these products to be dried, stabilized and recycled for feed and energy.

However, the rendering industry is also hampered by many regulations. Though the NRA represents its members' interests to regulatory and other governmental agencies, it is also increasingly faced with many governmental regulations constantly being imposed.

Through the passionate education and promotion of greater use of animal by-products, and by fostering the opening and expansion of trade between foreign buyers and North American exporters, the NRA helps the industries it serves, and therefore, its customers, members, peers and society at large.

I believe the animal feed industry can benefit from this example of passion in spite of too many governmental regulations that are imposed. Our industry, of course, should continue to look for ways of promoting better food safety programs, worker safety, sustainability initiatives and ways to feed the globe, among others.

Only by continuing to participate in the industry and animal feed associations will educational topics be made available to our partners, and therefore benefit consumers who purchase protein and related products for their families. That is how it will become evident that the animal feed industry is working toward providing better food and feed, and are not in it just for revenue or corporate profit.

Mainstream media also negatively affects our industry by publishing information that, in many cases, is unsubstantiated, unnecessary, unproven and fiscally irresponsible. There is not a lot of information about how we are trying to work together to continually improve.

The more passionately involved we are as an industry in understanding these decision making

“I was awestruck at the passion the event attendees have for their industry!” —Terry Medemblik

processes, and in associations that foster education for our industry's future, the more informed we will be about regulations impacting us in the future. This is how industry programs like Safe Feed/Safe Food and IFEEDER will continue to exist and thrive ... and for all of the right reasons, including the passionate pursuit of providing more and better safe feed for animals, and thereby, for humans.

In this issue of *SideRoads* we feature some very unique companies; companies, like those we have featured in previous issues, that have a real passion for the feed industry.

As you read this issue of *SideRoads*, please keep in mind that these companies are just like yours, and are also faced with many issues on a daily basis. They also come face-to-face with the same regulations being imposed, yet they continue to forge positively forward. I hope you find the newest issue of *SideRoads* to be as informative as past issues. ■

Terry Medemblik, Sales & Marketing Manager
Walinga Inc.



Alderson Bulk Haulage

Bringing New Zealand new options in feed delivery

At the age of 15, the only kind of transportation most kids are considering is their first car — and using it for work is the last thing on their mind. Not Dean Alderson, owner of Alderson Bulk Haulage, Auckland, New Zealand. Fifteen saw him using his first vehicle, a Nissan truck, to start his own business selling landscape supplies and transport.

Over the last 25 years, Alderson and his wife, Sue, have grown that single-truck business to a 35-truck enterprise that reliably delivers feed and other commodities to the entire 1,100 kilometer-long (nearly 700 miles) North Island of New Zealand. Based in Auckland, hauls can be up to 500 km one direction with the fleet putting on about 250,000 km per month. Alderson Bulk Haulage also provides transport solutions for delivery of live poultry, poultry by-products and wood fiber products around the North Island, and looks after storage and distribution of stock feed.

“We’ve built our business by being reliable, doing things right, having the best gear and by being innovative,” Alderson says.

Alderson’s transportation business grew naturally as his jobs gained him more and more connections. A decade spent hauling agricultural limestone out of a quarry north of Auckland helped him develop relationships with North Island farmers and agribusinesses.

When one of those businesses, fertilizer company Ravensdown, wanted to start building and supplying on-farm silos, it partnered with Alderson to provide the delivery service.

In addition to delivering feed and fertilizer, Alderson Bulk Haulage provides transport solutions for delivery of live poultry, poultry by-products and wood fiber products around the North Island.

Though uncommon to the region, maintaining on-farm silos thrived, and Ravensdown soon expanded to offer feed and nutrition products. As in the past, it depended on Alderson Bulk Haulage to build and adapt its fleet to meet changing delivery needs.

"It's partnerships with businesses such as these that helped us grow larger and larger over the years," Alderson says. "We have been growing at a rate of three trucks per year and in 2011 purchased four new trucks."

Walinga equipment and that took us in the right direction."

In 2001, he started with Walinga bulk blower gear to deliver fertilizer. When delivering feed to on-farm silos came into the mix in 2006, his Walinga contacts put him on to Walinga bodies.

"The client wanted the product delivered differently and Walinga blower trucks allowed for the change they were looking for," Alderson says. "Our first feed truck had a Walinga body and we've stuck with them ever since."



With 10 Walinga-body feed trucks delivering to 800 silos throughout New Zealand's North Island, Alderson Bulk Haulage claims to be the country's largest blower truck and trailer fleet.

Many of those purchased trucks and trailers are specialty units, such as Walinga blower trucks and trailers, which are uniquely adapted to serve a diverse and demanding marketplace.

Alderson Bulk Haulage's reputation for getting the job done has led to more business partnerships over the years. A recent joint venture with Freight and Bulk Transport formed Bulkline Logistics Group Ltd., a company based out of New Plymouth, New Zealand. It's able to deliver a wide range of bulk products and live poultry.

A BETTER WAY

Entering into the silo-delivery business brought about some changes for Alderson Bulk Haulage. As Alderson evaluated how to go about servicing the on-farm silos, he determined the initial strategy, which involved using augers to transfer material, to be antiquated, slow and unreliable. He sought to provide a better, more innovative option for his business partners and customers.

"We thought there had to be a better way to service these silos so we started doing some research," Alderson says. "Our search led us to

Alderson Bulk Haulage now operates 10 Walinga-body feed trucks that deliver feed and fertilizer to 800 silos throughout New Zealand's North Island, giving it claim to the country's largest blower truck and trailer fleet. With Walinga bodies, the fleet allows Alderson Bulk Haulage the flexibility and dependability to provide unmatched service to a diverse customer base.

"Our newest Walinga truck, a Stinger unit, allows us to unload directly into top-load silos for feed or fertilizer and also can place product in confined spaces, such as low sheds," Alderson says. "Additionally, they can load silos through the conventional tube system and have the unique ability to discharge through a rear spout to stockpile product."

Alderson's competitors are mostly still using auger systems and lack this level of flexibility, but Alderson isn't a fan of going with the crowd.

"We're innovative and like to do things differently," Alderson says. "It was a new concept to deliver products to on-farm silos, and with the Walinga blower truck bodies we brought even more innovation to the idea by bringing in a new method of delivery, too. We also have GPS units on all the

trucks so we can provide our business partners and customers with proof of product placement.”

The blower truck bodies provide benefits to both Alderson and his customers.

“Augers knock the product around more and damage it. With the blower systems, we’re able to offer an alternative that is easier on the product,” he explains. “And, we’re able to totally utilize our bulk fleet because we can use the bulk blower trucks to cart bulk products as well as for silo deliveries. A normal bulk truck couldn’t do that.

“It’s also a fast system. The blower system can deliver one ton per minute so we can get done and get on with the next job.”

FULLY FUNCTIONING

The only thing worse than a 500-km. haul, is having an equipment malfunction when the load finally arrives.

“We only have a four-day window in which to deliver product, and when the haul is 500 km. you have to have reliable equipment,” Alderson says. “The last thing we want is to get to the farm and not be able to discharge the load. Reliability is number one for our equipment.”



Fertilizer company Ravensdown partnered with Alderson for delivery to its on-farm silos with the Walinga truck fleet.

Relying on equipment was a struggle when Alderson first started trying to supply on-farm silos.

“We didn’t know what we were doing and floundered until we got the right gear,” he recalls. “Back then we didn’t know any different, but now that we have a system that works, and works reliably, we would never go back.”

Though Alderson has to import his specialty truck bodies, he says they’re worth the effort.

“They don’t break down, they give us a technology edge over the competition and they’re reasonably light so we can increase our payload with every trip,” Alderson says.

This reliability was found through trial and error as he developed his silo-delivery system, but he is now happy with his ability to provide reliable service and the valuable lesson learned along the way.

“We spent a lot of money trying to fill silos with the wrong equipment and then started looking around and found someone, Walinga, was already out there doing it right,” Alderson says. “Now when we get a new contract, such as delivering live poultry, we spend some time looking around for the best solution before we rush into equipment or try to build something. There’s no use in reinventing the wheel.”

It’s this dedication to getting the project done reliably and with the right equipment that earns Alderson Bulk Haulage more business partners and more customers each year.

“We try to be innovative and do everything right. People are always watching and if you’re not achieving your targets or doing your job properly you won’t last in this business,” he says. “It’s competitive.”

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White Oak Mills

Efficient, dependable equipment meets performance demands

If growth is a measure of success, then White Oak Mills is definitely doing something right. "We've experienced tremendous growth over the last 10 years, expanding twice — once in 1994 and again in 2003 — to keep up with the demand," says Todd Cirelli, White Oak Mills operations manager since 2000.

Building on success is a trend dating back to the feed mill's beginnings in 1976, when brothers Mark and John Wagner formed a partnership and purchased a small feed mill near Manheim, Pa.

It wasn't long before they carved out their niche in the competitive industry and outgrew their feed manufacturing facility. They purchased an Elizabethtown, Pa., supply company to handle the growing business volume and manufacture their personal brand of dairy and swine feed.

Today, the still family-owned corporation is based out of Elizabethtown, Pa., where its 50 employees use state-of-the-art automated feed manufacturing facilities and a fleet of seven tractor trailers and seven tri-axes to serve a diverse customer base throughout Pennsylvania,

Delaware, West Virginia and Maryland.

White Oak Mills shows no signs of slowing down its ever-ballooning operation.

"2011 proved to be our single highest volume year ever at White Oak Mills," Cirelli says. "The operation is extremely busy and we anticipate our schedule will continue as such into the foreseeable future."

DIVERSE OFFERINGS

Helping to drive the success and growth of White Oak Mills is its commitment to provide anything and everything its customers may want. The multi-species mill produces specialized feed for swine, dairy and poultry operations as well for miscellaneous species, including rabbit and guinea pig pellets and horse feed.

"At White Oak Mills, we have a unique and diverse range of capabilities that gives us, and ultimately our customers, flexibility," Cirelli says. "We can provide feed in any form — pellet, meal, textured, bulk, bag, hard tote, soft tote, dry and coated — at any time and we pride ourselves on

our ability to do so.”

An automated facility designed to be extremely accurate and efficient, White Oak Mills operates 24 hours a day, six days a week.

“Our team of professional dairy specialists has advanced degrees so they can best serve herds ranging from 40-cow dairies to some of



White Oak Mills relies on its Walinga trucks to efficiently and dependably deliver feed to its customers at any time.

the largest dairies in the state,” Cirelli says. “We formulate customized dairy rations to meet their needs so that we’re always doing what’s best for that particular dairy at any given time.

“We routinely visit the farms to assist with nutritional services to keep the cows healthy while striving for good performance.”

Dairy customers also are offered weekly bag deliveries and value-added services such as grain exchange programs, forage testing, bin programs and prepay programs.

The company manufactures and delivers feed for independent and large swine customers and offers swine management services. The area's diverse poultry business also keeps the company on its toes. It manufactures and delivers feed for pullet, layer, embryo, turkey and broiler customers throughout Pennsylvania.

“Our strength lies in our production and transportation flexibility and our overall commitment to customer satisfaction,” Cirelli says.

Making sure the customer can get the product they want, when they want it, is key to success. While White Oak Mills appreciates when customers provide adequate lead times on orders,

it can react and deliver when rush orders come through.

“We understand that emergency orders are a way of life in this industry, and there should never be a reason we can’t satisfy our customers’ orders,” Cirelli says. “We recognize that our customers can buy from anybody and that if we don’t satisfy them, someone else will, and we’re just not going to let that happen.”

DELIVERING RELIABILITY

Understanding customers’ needs is essential in building an excellent customer relationship — an ability White Oak Mills prides itself on. Reliability in production and delivery is a key building block for that relationship, but fulfilling those commitments isn’t always easy.

“There is no cookie-cutter design to the farms we service,” Cirelli says. “Every farm is different, and comes with unique challenges and opportunities.”

But, if a customer has a need, White Oak Mills will find a way to produce and deliver it, Cirelli says. It’s what makes the company stand out.

“If our sales team gets the order, we’ll find a way to get it there,” he says.

To deliver to its diverse customer base, White Oak Mills’ fleet is designed to accommodate rural, limited-access customers and larger, widely accessible customers. Included in that fleet are 40-foot Walinga hopper auger blower trailers and 26-foot Walinga hopper auger blower tanks on tri-axle chassis. A Walinga box on a tri-axle chassis also flexes between bag and bulk deliveries. Customizing the size and number of compartments on each Walinga trailer allows White Oak Mills to optimize the value of each truck for hauling a variety of feeds to different customers.

“We have been using Walinga equipment since White Oak Mills was founded,” Cirelli says. “They produce a high-quality, dependable product that we, and ultimately our customers, can count on working every day.”

White Oak Mills demands consistent performance from equipment.

“Downtime in the fleet or the plant is simply



not acceptable," Cirelli says. "Walinga produces a well-engineered product that is very dependable and efficient. And, through preventive maintenance both at the plant and on our fleet, we're able to keep our equipment well maintained and working for us. That is the key to a successful operation."

White Oak Mills' Walinga supplier, EMM Sales and Service Inc., Brownstown, Pa., provides a comprehensive preventive maintenance program for its Walinga products. Just as feed customers rely on White Oak Mills, the company, in turn, relies on EMM to help maintain its workflow.

"It's extremely valuable to have the dealer do the maintenance," Cirelli says. "They know the equipment inside and out and they're experts. John Conrad and his service manager, Rory Buckwalter, are there for us at any time and do a wonderful job of keeping our fleet of Walinga products well maintained. It is a partnership we value highly."

Reliable, well-maintained equipment may also have something to do with the very low turnover rate White Oak Mills sees in its driver pool.

"The longevity of our drivers is really fantastic,

and average seniority with the company is 15 to 20 years. They've been here their entire careers and they, along with the rest of our employees, are the backbone of our business," Cirelli says.

Senior drivers serve as valuable mentors to new drivers, and everyone is rewarded with bonuses for safe truck operation.

"We try to treat people fairly and compensate them fairly for the job they do, and they, in turn, seem to enjoy working here," he says. "We also keep our equipment well maintained and updated so they aren't constantly struggling and breaking down on the road."

Using quality equipment helps to maintain quality employees, which benefits White Oak Mills' customers and everyone's bottom line.

"As we grow we will continue to need equipment that we, and our customers, can rely on," Cirelli says. "We trust Walinga and our partners at EMM to get the job done. Just like White Oak Mills, Walinga brings quality, efficiency, dependability, longevity and a commitment to customer satisfaction. What more can you ask of a company or a product?" ■

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Diversifying offerings, and developing niche opportunities when they come along, has been the recipe for success for Lehman Feed Mill, Berne, Ind.

"We offer a little bit of everything," says Brent Lehman, vice president of business in the family-owned mill. "We sell and deliver fertilizer, crop chemicals, grain, seed and feed, and offer seed cleaning, custom fertilizer application and custom farming services to our customers."

This strategy serves to spread risk and divvy up the workload throughout the year.

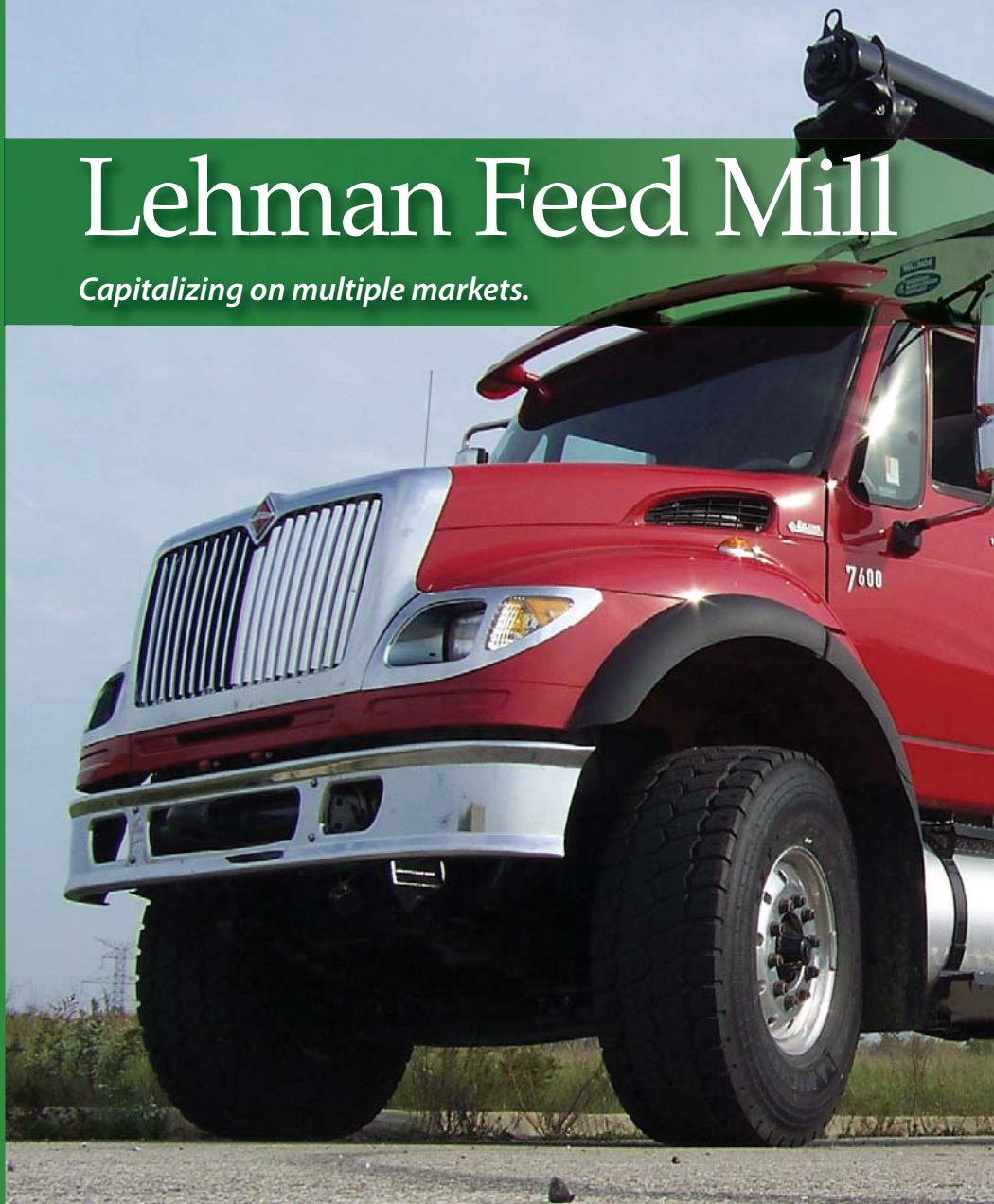
"With all of the services and products we offer it allows us to remain busy all year-round. The feed portion is steady and the rest of the business units rotate in and out of production with the seasons," Lehman says. "We try to not rely too heavily on any one sector to keep our business going. It's been a diverse operation since the beginning."

The company started humbly when Lehman's grandparents bought a farm in 1954 and began grinding feed for themselves. Soon after, they were grinding feed for their neighbors, then the little on-farm operation with a tractor, a small barn and a grinder evolved into a full-time grain and feed business.

Lehman's father and still president of Lehman Feed Mill, Stan, added silos and feed customers when he took over the family operation. Since then, he has continued to grow the company, which employs 20 people including three generations of Lehmans.

Lehman Feed Mill

Capitalizing on multiple markets.



Brent is the third generation to work in the mill along with his brother, Lance, and cousins, Jeff, Brad and Jon. The fourth generation can now be found working in the mill, too.

UNIQUE OFFERINGS

Over the years, the Lehman family saw many opportunities to differentiate themselves from other feed mills in the area, such as in the horse market.

Based in the center of a large Amish community, near the race tracks in Anderson, Ind., plenty of horses and opportunities within the customer base existed. So, in the early 1960s Lehman Feed



Lehman Feed Mill, which was started in 1954, now employs four generations of Lehmans, including Brent, Stan and Jon.



storage available to our customers," Lehman says. "They can bring in their own crop, we store it and then we use their crop to make their feed. Not every feed mill is setup to handle that."

Besides horse feed, Lehman Feeds sells and delivers hog, dairy and beef feed within a 50-mile radius of the mill, and offers nutritional services and feed additives through Hubbard milling. Customers can call on Lehman Feeds to pull silage samples on-farm and develop ration recommendations for that particular farm.

Whether the customer is large or small, Lehman Feeds ensures it has the manpower and facilities to cater to their current and changing needs.

"The Amish community in our area means we have a lot of traffic with bag customers coming in. We will still even go out to the farms and shovel ear corn onto the trucks, bring it in and grind it, and take it back to the customers in bags or bulk or however they want it," he says. "We do see fewer and larger farms in our area than we did 20 years ago, though, too. In the future we may consider getting into delivering commodities to large dairies that mix their own feed."

FLEET UPDATE

Lehman Feed Mill has a well-established truck fleet to support current and future delivery opportunities. Three semis haul grain and pick up commodities used at the mill, and three bulk feed trucks deliver to larger clients. As the fleet of feed delivery trucks began to show its age in the early 2000s, Lehman Feed began to look for new options.

"The old feed trucks had painted steel beds. You could get 15 years of use out of them as long

Mill invested in its first roller mixer to mix custom horse feed with wet molasses, something no other mill in the area was doing.

"We've updated the roller mixer several times since then, and our ability to mix using wet molasses and produce a nice, clean, specialized horse feed still makes us unique in the area," Lehman says. "Our price is always a little better than mills that are closer to the race tracks, too, making us a more attractive option. People come from all over Indiana to get custom Lehman horse feed."

Storage is another option the company offers its customers.

"We have over 1 million bushels of grain

as you kept them painted,” Lehman says. “But, they were only 10- to 12-ton trucks and their augers weren’t long enough to reach the bins. We were ready to make a change.”

At that time, some Ohio drivers were delivering feed ingredients to the mill using Walinga trailers and had good things to say about the aluminum trailers.

“We got to talking to them and they told us how great the trailers were,” Lehman recalls. “They had three trucks they were using at the time and were hooked on the product.”

Lehman inspected the trailers and liked what he saw.

“The welding and workmanship, the handiness of the operation of the levers — they’re all color-coded and marked with directional signs for the auger — the length of the augers and the way the final product worked were all selling points,” he says. “They just seemed to be a well-built trailer compared to other brands.”

With the drivers' recommendation and a connection at Walinga, the Lehmans purchased the first Walinga body in 2003: a custom 18-foot bed divided into three compartments — instead of the normal six compartments — to match the three-chute loading system.

“We can put three different brands of feed on each truck and the 18-foot size makes small farm stops possible that we couldn’t service with our 48-foot semitrailers,” Lehman says. “There was no problem getting the custom-built, three-compartment truck. That’s one thing about Walinga, if you have a special need on a truck, they are willing to help you with it.”

The Walinga truck bodies also upped the load capabilities to 15 tons, which better matched customers’ needs. The custom order included longer augers to reach taller bins, too.

“We’ve had nothing but luck with our Walinga truck bodies and we’re glad we purchased them,” Lehman says. “The aluminum beds stay shiny as long as you keep them clean and will last forever if they’re taken care of. The bodies are likely going to outlast the trucks.”

Lehman Feed Mill has continued to fold new Walinga bodies into its fleet with every upgrade, adding new trucks in 2005 and 2009.

“You can park them next to each other and you can’t tell which one is the 2003 and which is the 2009,” he says. “We also value the customer service we get from Walinga. If we ever have questions we call the Michigan plant and they’re very willing to help.”

WALINGA DELIVERIES



Who: Star Blend Feeds

Where: Sparta, Wis.

What: 26-ft. Hopper Auger Drag Conveyor, horizontal sliding gates, 48-cubic-feet/ft. capacity, High Output Auger System

When: December 2011



Who: Effingham Equity, Don Sandschafer

Where: Effingham, Ill.

What: Xtra-Lite Hopper Auger High Output Auger Unit (HOAG) 40-ft. tank, 9 compartments, 12-inch trough auger, 15-inch vertical auger, 12-inch boom auger

When: September 2011

News in the Industry

USDA approves Monsanto drought-resistant GM corn

The U.S. Department of Agriculture has approved Monsanto's genetically engineered, drought-resistant corn for sale in the U.S. after reviewing environmental and risk assessments, public comments and research data from the company, according to reports.

The variety, known as MON 87460, "is no longer considered a regulated article under our regulations governing the introduction of certain genetically engineered organisms," said the USDA. The major U.S. area for adoption of drought-tolerant corn will be the Plains, which produces one-quarter of the country's corn crop, according to Monsanto estimates.



Photo by rosym, sxc.hu

US corn, soy post gains on increased demand

U.S. corn continued its longest rally in a year and soybeans jumped the most in 11 weeks on speculation that adverse weather may reduce output in South America, increasing demand for U.S. supplies.

Roughly 50% of Argentina's crops will be dry through the first week of January after recent rain stayed north of the main growing regions, said Commodity Weather Group LLC in a report, and as much as a third of Brazil's crops face a lack of rain. "Current weather trends are raising the odds that the South American crops will be reduced," said Dave Marshall, a farm-marketing adviser at Toay Commodity Futures Group LLC in Nashville, Illinois.

Corn futures for March delivery rose 2.2% on December 27, 2011, to close at \$6.3325 a bushel at 1:15 p.m. on the Chicago Board of Trade, the seventh straight gain and the longest rally since December 29, 2010. Soybean futures for March delivery rose 3.2%

to \$12.095 a bushel, the biggest advance since October 11, 2011. It was the eighth straight gain, the longest rally since mid-July.

China extends anti-dumping probe on US distillers' grains imports

China's Commerce Ministry has said that it will extend an anti-dumping probe on imports of U.S. distillers' dried grains until June 28, before making a final ruling, according to reports.

The extension is due to the case being "special and complicated," said the Ministry. The anti-dumping investigation was launched in December 2010, causing DDG imports in the first 11 months of 2011 to fall by 48% to 1.5 million metric tons. 2010 imports from the U.S. had previously grown 385% to 3.16 million metric tons, worth more than \$753 million.



IState Truck Center



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

Spotlight on: IFEEDER

IFEEDER program continues generating funds for research

The organization has raised \$900,000 to date, with a goal of \$1.25 million through its fiscal year 2012.

Since our previous article that was published in the Winter 2011 issue of *SideRoads*, IFEEDER has continued to make a difference in the feed industry through its grants, educational initiatives and pledge loyalty.

IFEEDER has contributed a \$75,000 grant to the National Research Council to support research that will help feed the world. The NRC, which has authorized a new Swine Nutrition Committee, is updating the 1998 Nutrient Requirements of Swine. This grant to the NRC helped leverage an additional \$225,000 in grants from other organizations, which will be paid out over a two-year period. Additionally, IFEEDER made a \$45,000 grant to NRC, leveraging another \$225,000, for a similar update to the Nutrient Requirements of Beef.

In response to the need for more *Salmonella* data, after the release of the long-awaited 2010 Food and Drug Administration's Compliance Policy Guide on *Salmonella* in feed, IFEEDER, along with the American Feed Industry Association, has formed the *Salmonella* in Feed Research Coalition with other industry organizations such as the National Grain and Feed Association, Canola Council of Canada and the National Renderers Association. The goal of this coalition is to provide the U.S. Department of Agriculture with the funding to perform feed-related *Salmonella* research.

In addition to founding the coalition, IFEEDER has also donated a \$15,000 grant to the cause.

"IFEEDER's \$15,000 donation will leverage another \$60,000, and that funding will carry this project for about two years," said Richard Sellers, corporate secretary of IFEEDER.

IFEEDER also recently funded research for the Food and Agriculture Organization Life Cycle Assessment Model for livestock. This grant of \$15,000 (leveraging a total of \$1 million for the three-year project) will contribute to rational and scientific research by creating a model for assessing the true environmental impact of livestock produc-

tion, including feed products and production.

In addition to the above research grants, IFEEDER has decided to fund two education initiatives aimed at teaching grade school children about the benefits of animal agriculture and helping to reverse the mainstream attitude toward modern food production.

IFEEDER and the Animal Agriculture Alliance will distribute 400 Adopt-A-Teacher kits



to schools in targeted communities to assist teachers in developing curriculums to help teach children throughout the U.S. about farming and modern agriculture practices in a fact-based and positive way.

Additionally, IFEEDER has funded 30,000 coloring books, titled "The ABC's of Farming," targeting elementary or primary school-age children, again to enlighten their understanding of feed and food production in a fun and fact-based way.

Other potential future projects proposed by IFEEDER include:

- Conduct research necessary for development of industry comments for regulatory agencies (i.e. Occupational Safety and Health Administration, Environmental Protection Agency and FDA, to define safety

- rules, toxicology studies, etc.)
- Develop Hazard Analysis and Critical Control Point guidelines and training for feed industry
- Educate our future workforce to ensure we are competitive and sustainable versus other job alternatives

As always, its contributions and success in the feed industry could not be done without the donations of its pledges.

"Without the first year pledges from the founding donors, IFEEDER would not be the success that it is in just two short years, already making a difference through a number of research donations," explained Sellers.

In October, Vita Plus Corporation was recognized for making a \$75,000 platinum-level, founding member donation during World Dairy

Expo in Madison, Wis.

"The goal for next year (2012) is \$1.25 million. To date, almost \$900,000 has been raised," said Sellers. "In the long run, donating to IFEEDER benefits the feed industry and its future sustainability. We're funding initiatives that will keep this industry vibrant and growing to meet both the challenges and opportunities of tomorrow."

IFEEDER is a non-profit 501(k) charitable organization dedicated to sustaining the future of food and feed production through education and research. It was created to address the critical need for leadership and funding in meeting the challenges and opportunities we face as the world's population continues to grow.

To pledge or learn more about IFEEDER, visit www.IFEEDER.org or contact IFEEDER Corporate Secretary Richard Sellers at (703) 650-0142. ■



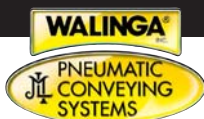
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AFIA and FDA Stay Busy Implementing the Food Safety Modernization Act

It has been one year since the president signed into law January 4, 2011, the Food Safety Modernization Act. The Food and Drug Administration has been very busy working to implement the new provisions and authorities, several of which go into effect this year. The new law encompasses food, feed, ingredients, pet food, imports and transportation.

To help provide feedback to FDA, the American Feed Industry Association created five working groups involving more than 50 member firms that have stayed involved in the process by providing comments and guidelines on the various provisions of FSMA impacting the feed industry. To keep the members informed, the association has also issued numerous notices about FSMA and two compliance guides on administrative detention and mandatory recall — one is a new authority for FDA and the other enhanced FDA authority.

PREVENTIVE CONTROLS

The centerpiece of the new law is Section 103, "Hazard Analysis and Risk-Based Preventive Controls," which created a new Section 418 of the same name in the Federal Food, Drug and Cosmetic Act. This new section requires all food, feed, ingredient and pet food facilities registered under the Bioterroreism Act to perform a hazard analysis and create written risk-based preventive controls for those hazards reasonably likely to occur. FDA is authorized to inspect firms and copy their preventive controls. Small and very small businesses are exempt from several provisions of FSMA, and FDA is taking comments on what constitutes those types of businesses.

The AFIA Hazard Analysis and Preventive Controls Working Group is drafting guidance documents for dry feed, liquid feed, pet food, vitamin/mineral/micro premixes, animal protein and fat products, and plant protein products. AFIA expects FDA will utilize these guidance documents as expectations for compliance docu-

ments. Such documents are available on FDA's website and are left at inspected firms to assist them with compliance.

SAFE FEED/SAFE FOOD CERTIFICATION PROGRAM AS AN FSMA COMPLIANCE TOOL

AFIA staff has made more than 35 presentations nationwide to state and regional feed associations, member firms, trade groups and others in 2011.



Richard Sellers gives one of the 35 FSMA-related presentations by AFIA staff in 2011.

The goal is to provide to the widest possible audience information on this new law and encourage compliance.

One major part of the presentations is to encourage firms to consider AFIA's Safe Feed/Safe Food Certification Program, a nonprofit, industry-based approach to feed safety, which will help assure FSMA compli-

ance. FDA officials on numerous occasions have indicated that programs like these will greatly assist firms in complying with FSMA. More information on SF/SF can be found at www.safefeedsafefood.org.

NEW FDA REINSPECTION FEES

Finally, FDA has published rates on the limited inspection fees authorized by FSMA, which are allowed for firms requiring reinspection at facilities or at ports of entry. The fee is \$224 per hour for domestic and \$325 per hour at international facilities, including travel. At issue is whether these fees apply to small and/or very small businesses as defined by the new law. Fee collection became effective January 1.

AFIA will continue to remain heavily involved, working with FDA to ensure that the new rules take into account the uniqueness of our industry. For more information on FSMA, contact AFIA's vice president of nutrition and feed regulation, Richard Sellers, at rsellers@afia.org or (703) 558-3569. ■

2011 AFIA Equipment Manufacturers Conference

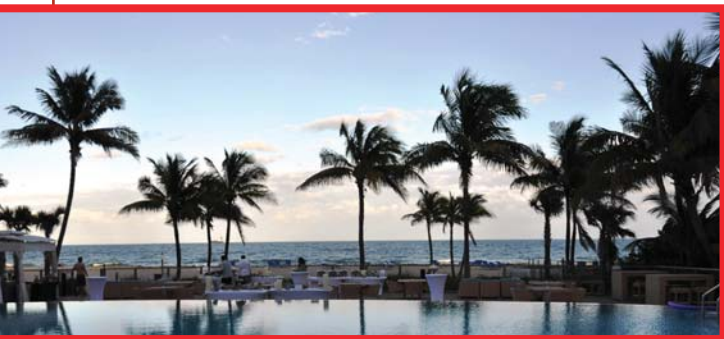
The 2011 American Feed Industry Association Equipment Manufacturers Conference was held November 3-5, 2011, in Fort Lauderdale, Fla. The educational event was designed to address issues pertinent to today's equipment designers, builders and installers who serve the feed, pet food and ingredient industries. Conference attendees received a variety of educational opportunities, which included regulatory updates, economic forecasts and panel discussions from a variety of expert speakers presenting under the theme of *Meeting the Needs of a Global Feed Industry*.

Randy Schwalkeof, Feed Marketing, discussed the value of internal and external customers. Dr. Matt Gibson of LifeLine Foods gave attendees detailed insight into the current state of the ethanol industry. Russ Sanders of Pioneer, a DuPont Company, presented on future trends in grain production and having to double output to meet the estimated 2050 population. Mark McCulley of the Hanor Company discussed the

In addition, AFIA president and CEO, Joel Newman, provided an update on the legislative and issues impacting today's feed manufacturer. Keith Epperson, AFIA vice president of manufac-



Dr. Art Douglas delivers his climate change update.



The 2011 Equipment Manufacturers Conference was held in scenic Fort Lauderdale, Fla.

factors influencing feed manufacturing in the post-ethanol world, while Creighton University's Dr. Art Douglas addressed climate change with his perennially well-received weather update.

turing and training, discussed the Food Safety Modernization Act and other current regulations affecting the industry. For more information on the Food Safety Modernization Act, please see the related article in this issue.

A portion of the proceeds raised from the conference are used for a scholarship program for students pursuing a degree in feed manufacturing or other, closely related degrees. The 2011 conference raised \$2,680 toward the scholarship fund.

The annual conference is presented by the American Feed Industry Association and the Equipment Manufacturers Committee. The next Equipment Manufacturers Conference will be offered November 7-10 in San Diego. Questions should be directed to Keith Epperson at kepperson@afia.org or (703) 558-3568. ■

Visit Walinga at These Industry Events

January 17 - 19

Fort Wayne Farm Show
Fort Wayne, IN
www.tradexpos.com/ftwayne

January 17 - 19

Manitoba Ag Days
Brandon, MB
www.agdays.com

January 19 - 21

Virginia Farm Show
Fishersville, VA
www.virginiafarmshow.com/

January 24 - 26

International Poultry Expo
Atlanta, GA
www.ipe11.org/

January 25

Dairy Days
Carman MB

For details on Walinga's
2012 show appearances visit
www.Walinga.com

March 2 - 3

Mid-South Farm & Gin Supply
Memphis, TN
www.farmandginshow.com

March 7 - 9

Western Fair Farm Show
London, ON
[www.westernfairdistrict.com/events/
attend/western_fair_farm_show](http://www.westernfairdistrict.com/events/attend/western_fair_farm_show)

March 13 - 15

Ottawa Valley Farm Show
Ottawa, ON
www.ottawafarmshow.com/

January 25 - 27

KMOT-TV North Dakota
Ag Expo
Minot, ND
www.kmot.com/Ag_Expo.asp

January 31 - February 1

Illinois Pork Expo
Peoria, IL
www.ilpork.com/

January 31 - February 2

Iowa Power Farming Show
Des Moines, IA
www.iowapowershow.com/

February 1 - 3

Southern Farm Show
Raleigh, NC
www.southernshows.com/sfs/

February 8 - 9

Crop Symposium
Winnipeg MB
www.manitobaspecialcrops.ca/

February 14 - 16

World Ag Expo
Tulare, CA
www.worldagexpo.com

March 14 - 15

Midwest Poultry Federation
Convention
St. Paul, MN
www.midwestpoultry.com

March 15 - 17

North American Farm &
Power Show
Owatonna, MN
www.tradexpos.com/farmpower

February 15 - 18

National Farm Machinery Show
Louisville, KY
www.farmmachineryshow.org

February 23 - 25

New York Farm Show
Syracuse, NY
www.newyorkfarmshow.com

February 24 - 26

Western Farm Show
Kansas City, MO
www.westernfarmshow.com

February 28 - March 1

Hawkeye Farm Show
Cedar Falls, IA
[www.farmshowsusa.com/Mains/
HMain.htm](http://www.farmshowsusa.com/Mains/HMain.htm)

February 29 - March 2

Ag Expo
Lethbridge AB
[www.exhibitionpark.ca/index.php/
general-events/2012-events/ag-expo/](http://www.exhibitionpark.ca/index.php/general-events/2012-events/ag-expo/)

February 29 - March 1, 2012

Triumph of Ag Expo
Omaha, NE
[www.showofficeonline.com/
TRIOFAGSTARTPAGE.htm](http://www.showofficeonline.com/TRIOFAGSTARTPAGE.htm)

March 27 - 29

Mid America Farm Expo
Salina, KS
[www.salinakansas.org/chamber/
events/farmshow.asp](http://www.salinakansas.org/chamber/events/farmshow.asp)

March 29 - 31

Northlands Farm & Ranch Show
Edmonton, AB
www.farmandranchshow.com

Looking Ahead

Technology: something we are all faced with on a daily basis. It's something we have seen change many aspects of the feed industry over the past several years. I think it's safe to say that technology has benefited us all in various ways.

While on a recent sales trip this past fall, I visited a customer who showed me something very interesting, and, I thought, this really shows the forward movement we have seen in technology. They were shipping live seafood overseas. Not that impressive? Lobsters get flown all over the world to various markets every day, right? Yes, you may be right, in small quantities, perhaps. However, this was – is – different. The technology incorporated was a system that would keep the bulk seafood alive for the duration of the trip overseas, a trip that typically takes well over a week by sea. The customer was packaging bulk seafood – from shrimp to lobster to sturgeon – in specially designed containers that were loaded onto large shipping containers and sent overseas. The system included a number of different and critical functions that kept the water's saline and oxygen at peak levels, as well as keeping the produce alive. That's a critical step in providing this export market with a top-quality product.

This same type of technological advancement

has helped us in the agriculture industry move forward in providing our customers with the best products we possibly can, from better or more nutritious meat to the grains used in producing other consumer products. Likewise, in the manufacturing of equipment, we incorporate various technological advancements to produce our equipment, and then also look for similar advances for the equipment we produce and provide our customers with an improved product so they can also move forward in their industry.

One of the technological advances we are working with is called the "Dashboard." This is a system that will help transportation managers monitor their equipment right from their computer. They will be able to monitor things such as oil pressures, bearing temperatures, oil temperature, and bearing and motor speeds. This will help catch maintenance issues before they become an issue. Additionally, we are looking at a system called "Bin-Tracking." It will help ensure the appropriate feed is delivered to correct locations. As in other areas of life, it is our dedication to make sure that as an equipment manufacturer, we also do our part to ensure you, the customer, are able to move ahead with advancements in technology. So, I invite you, watch us grow! ■

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