

CEC Newsletter

Carolina Eastern-Crocker, LLC

Volume 12, Spring 2014

The Year in Review, and What's in Store for 2014?

The 2013 planting season started off with a bang, and never let up until Memorial Day. We, and many of you, were running hard from early April until the holiday. We had never shipped such a tremendous volume of product in such a short period of time. Our cupboards were getting bare and several terminals were out of product. We were receiving calls from other retailers, as well as suppliers, inquiring if we had any product to spare!

As we know often happens in WNY, the weather abruptly changed and we entered a wet spell. Some crops did not



Anybody else sick of this guy yet??!!

get in, while others were drowned out, or severely stunted.

Wheat season brought mostly decent yields, but quality was all over the board. Vomitoxin was a very large problem for many, but inconsistent from field to field. The potential for carryover in 2014 exists. It may be wise to use a fungicide if you haven't already planned to. Many have con-

cluded a corn and wheat rotation may harbor the toxin. While the incidence of insect damage was lower in 2013, many had what one grower described as "roller coaster" crops, due to the roller

coaster weather. It was the perfect analogy to the growing season, with varying heights and maturities within a field, not to mention the steep up-and-down yields at harvest. We witnessed some outstanding soybean and corn yields, from phenomenal to poor. The quality of corn and soybeans was mostly good, with little or no toxins present, and mostly good test weights - much to our amazement. We continued to see Pioneer® corn varieties shine, versus other varieties, in the test weight department. Vegetable crops continued the trend of the other crops - good, bad, indifferent. Strong 2012 row crop prices continued before falling prior to the onset of the 2013 harvest. We are currently seeing a modest rebound. Some early snow-falls reminded us of the importance of harvesting

as quickly as possible.

We have had an extremely long, cold, snow-filled winter and will be getting a late start on, at least, wheat nitrogen applications. Fertilizer supplies are mostly sufficient at this time, but subject to change quickly in season. Prices have trended lower from last season, as expected, with lower commodity prices. No major news on most crop protection products. Dicamba and Dicamba-containing products, such as Yukon® and Status® will be in tight supply, but we currently have good inventory. Glyphosates have continued to creep higher in price. As the 2014 planting season approaches, we are left to imagine what challenges lie ahead this year...

What's New for 2014?

CEC continues to evolve as we make necessary changes and improvements to ensure our long-term growth and sustainability. Many of these changes will improve efficiency, both ours and yours. We have constructed a new 12,000 sq. ft. dry fertilizer storage building with two hoppers to "feed" the automated blend plant in Stafford. We also increased our liquid fertilizer storage to 1.3 million gallons by installing another

dike and adding several large storage tanks.

CEC has also added a new "pop-up" blend plant in Stafford for improving the mixing efficiency for our liquid "pop-ups".

New equipment for 2014 includes a 4-hopper tri-axle dry fertilizer tender. You will easily spot this truck, as we have painted it pink to honor cancer victims. It is adorned with colored "awareness"

ribbons recognizing

the many causes. We have also replaced two rear-discharge tender boxes with new, larger, side discharge tenders. Further, we added one more pull spreader last fall for use in 2014.

We continue to add more GPS units to our fleet of delivery vehicles to aid us in monitoring your deliveries and improving our service.



In March, we installed a smaller screen on our corn-meal grinder, improving an already great product. At CEC, your future is our future. We will continue to make more improvements and additions to help us continue to be WNY's largest, most modern retail fertilizer facility.

Welcome Aboard, Mac!

CEC is pleased to have added Mac Ewell to our sales team in December. Mac will be an asset to our staff with his diverse background in row crops, vegetables and more.

Mac is a Certified Crop Advisor (CCA), a Leadership Genesee graduate (2008), on the NRCS Watershed Work Committee, and spent five seasons in South Florida as an IPM Specialist scouting and consulting in the vegetable region. He also

brings 11 years of on-the-farm experience, having worked at a large farm in Northern PA and a large operation in Western New York. Prior to this, he spent 15 years working as a crop consultant for Agricultural Consulting Services (ACS). Due to the growth of our business, Mac will be working with our growers on all aspects of agronomy sales and consulting, including Pioneer Seed. He will be working closely with our established sales

team to further enhance our services. (Don't worry, our sales force is intact! This is a necessary addition due to an increase in business.)

Please join us in welcoming Mac aboard. He can be reached at 585-768-8210 (office), 585-813-3545 (cell) or via email at mewell@cecrock.com.

Take Advantage - of the 2014 Tru-Choice® Advantage

Earn a significant payment by bundling your Pioneer® seed purchases with DuPont™ Crop Protection products. When you purchase and plant at least 300 acres of Pioneer® brand seed in any combination of alfalfa, corn, soybean or wheat seed you become eligible by purchasing matching acres of qualified DuPont Crop Protection products.

You may earn up to \$10/unit when meeting the criteria for matching acres on corn, and \$5/unit for soybeans when using qualified DuPont foundation and residual products. Example: (.37 - factor to determine corn units) \$3.70/acre. 1000 acres x .37 = 370 units, rebate of \$3700 by matching acres of Pioneer corn seed with products such as Cinch®ATZ

Lite (foundation), and Instigate™ (residual).

Earn \$5/unit for soybean matching acres by using products such as Abundit™ Extra (glyphosate/foundation) and Enlite™ (Pre-emerge/residual). (1.2 -factor to determine soybean units) \$6.00/acre. 1000 acres x 1.2 = 1200 units, rebate of \$6000.

Add DuPont Aproach® foliar fungicide and "clip the coupon" for an additional \$10/unit, which is \$3.70/acre for corn and \$2/unit, which is \$2.40/acre, for soybeans. This new chemistry is subject to availability, so please order early.

Also earn 5% incentive by using selected DuPont chemistry on non-matching acres.

This program is administered through your retailer on www.truchoiceonline.com for transactions between 10/1/2013 and 9/30/2014. You are not required to complete any paperwork!

For more information, contact your CEC Sales Representative.

To read about program details & qualifying crop protection products, visit www.dupont.com, & search for 2014 TruChoice Advantage - Northeast, then click "details" link.



A pop-up is something that appears or occurs suddenly. While this may be an annoyance

when working on your computer, your crop may reap the benefits of a "pop-up" fertilizer. "Pop-Ups" are seed-safe, in-furrow fertilizers made from clear liquids high in orthophosphates. They can be placed directly on the seed in small amounts.

As the name implies, they help the seedling "pop-up" for quicker emergence. In

Pop-Up on your Computer - Bad! Pop-Up on your Crop - Good!

2013, CE-Crocker introduced their own "pop-up" blends with much success. Based on customer feedback we expect even greater demand in 2014.

The standard blend for 2014 is 7-21-4-1.4s, with custom blends also available at our own blend plant. The addition of micronutrients and crop enhancement products include, but are not limited to, Torque™, Avail®, KaPre®Ag, KaPre® PhoNix 0-0-20, Krystal Klear Agra Mix III, Zinc, and more. For more details on these yield enhancement products, visit

the 'Resource' page, found under our "Fertilizer Links and Misc. Links" at www.cecrock.com. CEC's "pop-up" fertilizer is available in bulk or 275 gallon totes. Save when taking advantage of our pre-bundled Platinum, Gold and Silver packages when added to your "pop-up". Order by April 15, 2014 and save \$.50/gallon!

Contact your CEC sales representatives for more information on these products and packages.

Get Smart - Order your ESN® Smart Nitrogen Today!

ESN® is a polymer coated, controlled-release urea that provides season-long nitrogen feeding and reduces N loss to the environment. ESN (Environmentally Smart Nitrogen) contains 44% nitrogen and is much safer on seeds than urea when used at planting.

ESN is the only true controlled-release nitrogen available for agricultural use! Other nitrogen inhibitors, such as Agrotain®, Nutrisphere-N® and Guardian® and slow release nitrogens, such as sulfur coated urea, do not provide controlled-release of N to the growing plant. ESN is a urea granule coated with a flexible polymer coating that releases N based on both temperature and soil moisture. The polymer membrane allows moisture to diffuse into the granule and release nitrogen as demanded by the growing crop.

The ESN technology allows you the bene-

fit of providing all your crops nitrogen needs for the season in a single application! ESN is safer for the environment by reducing leaching, volatilization, and denitrification and assists with keeping more of the nitrogen you paid for. This reduced N loss also leads to higher yields and



greater return on investment.

ESN is not intended to be used as your sole nitrogen source. It should be blended with other nitrogen fertilizers that will supply an immediate source of N to the crop. It is also important not to apply ESN too late for the crop to fully utilize. Your CEC Salesman can assist you with determining the proper crops, rates and timing of ESN applications.

As stricter environmental regulations

come down the pipeline, ESN may be even more important to your program. Currently there are government incentives available to encourage friendly nitrogen fertilizer farming practices. The Environmental Quality Incentives Program (EQIP) and Conservation Stewardship Program (CSP) are two programs administered by NRCS that you may want to research. (Other nitrogen inhibitors may also qualify.)

It is very important to contact your CEC Sales Rep as soon as possible if you would like to incorporate ESN into your 2014 fertility program. Unlike other fertilizer ingredients, ESN is manufactured and sourced from a single location in Missouri. Availability is limited and transportation logistics are slow, so we need your cooperation to get our rail shipments scheduled as early as possible.

For more information, visit:

www.smartnitrogen.com

#1 Has to Try Harder - And We Do!

Thank you, customers, for helping CE-Crocker once again be the #1 Pioneer® Sales Agency in NYS! While marketing over 35,000 units of Pioneer corn and soybean seed, plus alfalfa, certified wheat and inoculants (haylage and silage), CE-Crocker also received the Pioneer Pacesetters Club Award for the second con-

secutive season. This prestigious award is based on a combination of revenue and sales unit growth. CE-Crocker also continued to be the second largest agency in the entire North East.

CEC continues to expand our services of treating Pioneer soybean seed with inocu-

lants, fungicides, insecticides and micronutrients. Sales of Pioneer brand silage and haylage inoculants are also growing. Contact your CEC Pioneer Sales Rep if you would like to take advantage of any of these services or products you are not currently utilizing.



As many of you are aware, Bill and Joanne Crocker's youngest son, Joey, was diagnosed with Acute Lymphoblastic Leukemia in January of 2012 and is still undergoing chemotherapy. He is almost 2 ½ years into his treatment plan with one more year to go. Joey has been handling his treatments very well. There have been a few bumps in the road that have required him to be admitted into the hospital, but with many prayers, Joey has always pulled through!! As of September 2013, Joey has been attending school full-time. He has managed

to do well in all subjects and has made the honor roll every semester. It is not surprising that Joey's career choice at this time is to be a doctor someday and to help find a cure for cancer! Joey's last day of chemo is scheduled for May 24, 2015. As you can imagine, the Crocker's are very excited for this day to arrive!! The Crocker family would like to thank everyone for their continued support and prayers!! They will always remember your kindness!!

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We're on the web!
www.cecrock.com

Information contained herein was obtained from multiple sources and publications. Changing commodity, fertilizer and/or chemical markets may make some information outdated or obsolete.

"Serving agriculture for over 80 years"

John Deere Financial™ Extended Terms Financing Available

CE-Crocker is a John Deere Financial merchant. To manage your cash flow and consolidate your Ag purchases on one account, take advantage of three deferred payment plans offered for 2014 inputs. Select from three due dates: December 2014, January 2015, or March 2015. These terms offer reduced finance rates and your individual CEC invoices may be scheduled for different maturities. Qualifying customers must have an Ag-Preferred John Deere Financial Account that includes Special Terms credit line availability, and a minimum purchase of \$1,000.

Contact **Kevin Koch**, CEC Credit Manager, for more information at: (800) 225-9991, (585)768-8210 (locally) or visit www.johndeerefinancial.com.

We continue to be grateful for our loyal customers who we owe our success to, as well as the new relationships we have established. We are excited and enthusiastic for what lies ahead in 2014 and beyond. THANK YOU ALL!!

Equipment for Sale

2010 Willmar 1600 Stainless Steel 16-ton rear discharge tender box with two compartments.

- Each compartment 280 cu.ft. heaped, 250 cu.ft. struck capacity
- Weight empty 2,720 lbs.
- Hopper construction - 14 gauge 409 stainless steel
- Discharge rates - urea approximately 2,400 lbs/minute, potash approximately 4,000 lbs/minute.
- Excellent condition

Asking \$18,000 (approximate replacement cost \$28,000) (see photo right)



In the year 2013, the Lord came unto Noah, who was now living in America, and said, "Once again, the earth has become wicked & overpopulated, & I see the end of all flesh before me. Build another Ark & save two of every living thing along with a few good humans." He gave Noah the blueprints, saying, "You have six months to build the Ark before I will start the unending rain for 40 days & 40 nights."

Six months later, the Lord looked down & saw Noah weeping in his yard - and NO ARK! He roared, "I AM ABOUT TO START THE RAIN! WHERE IS THE ARK??!" "Forgive me, Lord", begged Noah, "but things have changed. I need a Building Permit. I've been arguing with the Boat Inspector about the need for a sprinkler system. My homeowners association claims that I've violated the Neighborhood By-Laws by building the Ark in my backyard & exceeding the height limitations. We had to go to the local Planning Committee for a decision.

Then, the City Council & the Electric Company demanded a shed-load of money for the future costs of moving power lines & other overhead obstructions, to clear passage for the Ark's move to sea. I told them that the sea would be coming to us, but they would hear none of it.

Getting wood was another problem. There's a ban on cutting local trees in order to save the Greater Spotted Barn Owl. I tried to convince the environmentalists that I needed the wood to save the owls, but no!

When I started gathering the animals, PETA took me to court. They insisted that I was confining wild animals against their will. They argued the accommodations were too restrictive & it was cruel & inhumane to put so many animals in a confined space. Then the EPA ruled that I couldn't build the Ark until they'd conducted an environmental impact study on Your proposed flood.

I'm still trying to resolve a complaint with the Human

Rights Commission on how many minorities I'm supposed to hire for my building crew. The Immigration Dept. is checking the Visa status of most of the people who want to work. The Labor Union says I can't use my sons. They insist I have to hire only union workers with ark-building experience. To make matters worse, the IRS seized all my assets, claiming I'm trying to leave the country illegally with endangered species.

So, forgive me, Lord, but it would take at least ten years for me to finish the Ark."

Suddenly, the skies cleared, the sun began to shine, & a rainbow stretched across the sky. Noah looked up in wonder & asked, "You mean You are not going to destroy the world?"

"No", said the Lord. "The Government beat me to it."

Supplied by Kathy Roberts-
Pesticide Training & Consulting
Little York, NY