

CEC Newsletter

CEC - Not Standing Still for 2015

"The minute you're satisfied with where you are, you aren't there anymore." - Tony Gwynn, Hall of Fame Baseball player

At CEC we are not resting on our laurels and standing pat. We are constantly reviewing our business plan, equipment, products, and facilities striving to improve our service and value to meet the challenges from our customers.

The most exciting change is the completion of our new office building in Stafford, NY. We relocated our office personnel, dispatch, and salesmen to this new modern space. This move will improve our efficiency while still allowing room for future growth.

Having all salesmen and dispatch under one roof, at the same location as the vast majority of our other employees, plus the fertilizer, crop protection products, and equipment, has been a long-term goal that finally reached fruition in January.

We have also added more liquid storage tanks to our Stafford facility, bringing our current storage availability to over 1.4 million gallons. We are installing a new 13-ton dry fertilizer mixer, replacing the previous 10-ton mixer. With this update we are upgrading our electric service and have already updated to a new, larger, front-end loader. These improvements should aid in reducing the mixing time in our automated dry plant.

We have added one more air-flow applicator rig to our equipment line-up, and are now set up to apply variable rate lime and variable rate potash. We continue to add more GPS tracking units to our fleet of delivery vehicles and equipment to assist us in monitoring your deliveries and improving our service. Further, we have added another liquid tender truck to our fleet.

Current projects that are in progress at our Cornmeal Plant in LeRoy include updating our computer automation program and installing computerized inventory tools, and replacing our grinder motor with a larger one to increase capacity.

These modifications, improvements and growth have been done so we can continue to better serve you this season and for many more!



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Carolina Eastern-Crocker, LLC

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14143

Cornmeal Plant: 7591 Selden Rd., LeRoy NY

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Fax: 585-345-4149

www.cecrock.com

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

CEC Adds to Sales Team

CE-Crocker is pleased to announce the addition of Jeff Williard to our agronomy sales staff. Jeff joined our team last fall and has already proven to be a key contributor to the growth of services we can offer our customers.

Jeff graduated from Cornell University with a Bachelor of Science degree in Agronomy in 2012. Upon his graduation, he had been employed by Agricultural Consulting Services, Inc. as a field technician and crop consultant. While employed by A.C.S., Jeff collected and analyzed soil samples, made fertility recommendations, scouted crops, and made pesticide recommendations for numerous crops. He also worked with farms to

ensure they were in compliance with D.E.C. and E.P.A. regulations.

Jeff is a Certified Crop Advisor (CCA) and will be working in a sales and consulting role with CE-Crocker for all ag-input products, including fertilizer, lime, crop protection products, Pioneer® seed, soil sampling and much more.

Jeff will also be working closely with Steve Reisdorf and Mac Ewell in the dispatch of our custom application equipment and services. Note - our entire sales force is intact. Jeff has been added to improve our services to you!

Please join us in welcoming Jeff aboard. He can be reached at 585-345-4141

(office), 585-330-0363 (cell) or via email at jwilliard@cecrock.com.

Effective November 1st, Daniel Langdon was promoted to Dispatch Coordinator. Dan is responsible for receiving customer orders and scheduling deliveries. Dan can be reached at 585-345-4141 or dlangdon@cecrock.com. Dan is very organized, thorough, and courteous. He is looking forward to Spring working in his new position.

And also returning to CEC as an Administrative Assistant in the office is Patti Yott, who previously worked for CEC from 1999-2006. Welcome back, Patti.



SuperU™ - When the Name Fits, Use It!

Note-The CEC sales team researched numerous N stabilizers and additives. Through proven science, reliable and consistently positive trials, CEC is offering SuperU™, ESN®, as well as, additives such as Agrotain®Dri-Maxx and Agrotain®Plus as products that will bring the most value to our customers. We also have a limited inventory of Guardian® DF and Nutri-sphere-N®.

SuperU™, or Super Urea, is a stabilized nitrogen granular fertilizer (46-0-0) that contains both urease and nitrification inhibitors to reduce nitrogen loss on and below the soil surface. Triple-action SuperU delivers more nitrogen in a plant-available form longer, so growers can maximize their yield potential.

SuperU is a finished, granular product that is manufactured by incorporating the inhibitors all through the nitrogen solution, prior to forming the fertilizer granule. The nitrogen inhibitors are equally spread through each granule, versus a coating that is applied to the

exterior of the granule, as most nitrogen inhibitors are. It is scientifically proven to protect against all three forms of nitrogen loss. Its dual mode action protects against surface-applied volatilization, as well as, denitrification and nitrate leaching associated with incorporated N. SuperU is completely soluble, making it readily plant-available.

This premium quality product increases the crop's nitrogen uptake and efficiency, due to lower N loss, resulting in higher yields and higher returns. When untreated urea or UAN are surface-applied, up to 40% of the urea-based nitrogen

can be lost.

When using liquid U.A.N., Agrotain® Plus can be added to give you the same proven dual mode protection that SuperU does for granular.

Contact your CEC Sales Representative to learn more about these products, and the advantages of using SuperU in a blend with ESN®, to get season-long nitrogen feeding with the addition of this polymer-coated, controlled-release urea. For more information on SuperU or Agrotain nitrogen stabilizer products visit www.kochagronomicservices.com.

Thanks, Kevin! Welcome Aboard, Joanne!

After 12 years of loyal service, CEC Credit Manager, Kevin Koch has transitioned into full-time retirement to spend more time enjoying life with his family. We feel very fortunate to have hired Joanne Crosman as his replacement. Many of you are already familiar with Joanne, as she retired from the Batavia location of the Farm Service Agency after 35 years as Farm Loan Manager.

Joanne and her husband, Bruce, enjoy managing their farm, Log Cabin Acres, and

growing their honey business.

Contact Joanne to discuss this year's financing options, including the John Deere Financial™ program with extended terms, or DuPont's 2015 Tru-Choice® Advantage program. She can be reached at our Stafford office at 585-345-4141, her cell 585-705-9320, or jcrosman@carolina-eastern.com.

We thank Kevin for his work and wish him well in his next journey.

Why Align with CEC for your Crop Input Needs?

CE-Crocker owns a vast array of equipment and resources to provide timely service to our customers. We currently own four sprayers, four air-flow rigs, three lime trucks, 11 road tractors, ten auger tender trucks, nine auger trailers, six tanker trailers, two dump trailers, two van trucks, five van trailers, two liquid tenders, two equipment trailers and 13 pull spreaders. We also lease additional road tractors and equipment and utilize

independent trucking firms, as necessary, to meet demand.

It's likely that we have more dry and liquid fertilizer storage than any dealer in WNY, complimented by a seasoned, knowledgeable, conscientious staff. CEC will employ over 50 employees during peak planting season. Further, our affiliation with Carolina Eastern, Inc. allows us to offer great prices to go with our quality products and services.

Our non-commissioned sales people are also working for you and with your long-term best interest in mind. They will not sell you something you don't need, or that they don't have confidence in, to gain a commission check. They don't believe in it, and neither do we!

These are just a few of the many reasons why CE-Crocker is Western New York's leading farm products dealer!

Digital Field Mapping is Available for Everyone's Benefit

CE-Crocker, in conjunction with Western New York Crop Management, is offering digital field mapping. If you are not a WNY Crop Management customer, we can assist in getting your farm mapped by their firm. This service is priced very reasonably on a per acre basis.

If you are currently a client of WNY Crop Management, you likely already have this service. Please make full utilization of these maps and provide a copy to CEC if we will be doing any custom application for you.

We highly encourage all farms we are doing custom application for to take advantage of this offer. Not only are they a great farm management tool, but the success and accuracy of the application job requires updated maps.

For more information, contact Mac Ewell or Jeff Williard at CE-Crocker.

Selling Corn? Buying Cornmeal?

Our cornmeal business is growing due to several factors: a finer, improved grind in 2014, purchasing only quality corn, and unmatched delivery service. Therefore, we are also purchasing more dry, whole corn.

If you have good quality corn to market, contact Tom at 585-345-4141. We are typically purchasing corn 12 months a year, but usually on a month-to-month program.

If you are feeding cornmeal and have not tried CEC, give Tom a call and find out what you are missing. Our cornmeal doesn't cost you money—it makes you money!

New Office = New Phone #, Fax #, & Mailing Address

With the move to the Stafford location, we were forced to obtain new phone numbers.

PLEASE UPDATE THE FOLLOWING:

Main Phone: 585-345-4141

Main Fax: 585-345-4149

TOLL FREE- 1-800-225-9991

*Note— additional phone lines include 585-345-4142 thru 4148 and may appear in your caller id.

*Please make sure ALL of your employees have and use these new numbers.

Our new mailing address is:

8610 Route 237

Stafford NY 14143

We continue to receive mail that has been sent to LeRoy, but it is taking two weeks or more to be re-routed to Stafford. Please confirm that your office personnel have updated the address so that we receive your mailings in a timely manner.

Our old number is temporarily forwarding only up to two calls at a time. Please make sure you and your employees are using the new number. If more than two people call simultaneously, the third caller gets a busy signal.

The LeRoy location continues with full operation of our Cornmeal Plant, as well as, additional dry fertilizer storage and mixing during the busy spring planting season.

All orders, including cornmeal or corn delivery to the Cornmeal Plant in LeRoy are to be placed through these new numbers.

Thank you for your assistance!

Find us on the web!
www.cecrockers.com

Don't Discount the Importance of Test Weight

This past season, most farms experienced lower test weights in their corn than most years. Our experience with the corn we purchase, as well as several trials, and with conversations with customers that grew multiple brands, is that Pioneer® brand corn often had noticeably higher test weights. We have noticed this in prior years, too.

Often growers only use yield monitors in their combine, but if they do not correct for test weight, they are only looking at part of the puzzle. If your yield monitor only calculates by volume, rather than weight, your yields could be approximately 15 bushel lower on 200 bushel corn with 52# test weight as compared to 56# test weight.

This lower test weight corn will also likely result in a price dockage from most end buyers.

Because denser, higher test weight grain is generally considered to be higher quality, requires less space to store and transport, buyers will typically discount corn that does not meet the minimum USDA standard (54#). It is more expensive to handle lower density grain, and denser grain is often higher in starch, resulting in a higher metabolized energy for livestock.

In a nutshell, by weight, a 30 ton trailer load of 56# corn will be a smaller load by volume than if it were 30 ton of 52# corn.

Update on Joey Crocker

Many people continue to ask about Bill's son, Joey, and his progress. It is going on 3 ½ years of chemotherapy treatments and the Crocker's are very excited to announce that Joey's last day of chemo is May 24, 2015!! In the beginning stages of treatment, Joey had a difficult time taking numerous medications. A sticker chart was created for his bravery and accomplishments. Bill and Joanne promised Joey that he could choose an exciting prize at the end of treatment. Well..., Joey wants another turtle! The Crocker's already have 3 turtles, but they made a promise, and Joey earned it!!

Bill and Joanne want to recognize the strength of their other three

amazing children: Christina, Nick and Julia. They have had to deal with many disappointments along the way and, at times, it was frustrating for them as well. There were many long days and nights spent apart from their parents.

Please continue to keep Joey in your prayers! Please pray that he stays in remission for the rest of his long life! Along the way, the family has met many brave children battling some form of cancer. They ask that you keep all of these sweet kids in your daily prayers. They are facing something that no child should ever have to endure! May we find a cure for this HORRIBLE disease and put cancer to rest once and for all!!!!!!