



Vol 7 • 3

July 2011



Watertown Co-op Answer Plot and Plot Tour Schedules

WATERTOWN CO-OP ANSWER PLOT EVENTS

SESSION 2: MONDAY, JULY 18: 9 A.M.-1 P.M.

FORAGE DAY: THURSDAY, AUG. 4: 9 A.M.-1 P.M.

WATERTOWN CO-OP ANNUAL PLOT TOUR

MONDAY, AUG. 22: 5 P.M.-7 P.M.

PRIME RIB SANDWICHES SERVED AFTER TOUR.

Answer Plot is back

We are excited about the return of the Watertown area Answer Plot. It's an extraordinary learning experience both for you, our customers, but also for our entire agronomy staff. While these plots are located across the nation, they are tailored with geographic-specific

products and management. Attend as many sessions as you can this summer. The topics are intense and cover material that can make a difference on your operation. We guarantee you won't walk away without learning something that can help with your unique growing challenges.

Watertown Co-op plot tour

The annual plot tour is also invaluable and fully complements the Answer Plot events. Besides a diverse display of genetics, products, and side-by-side trials, we'll have staff members, university specialists, and industry reps on hand to ask the questions that matter most to your operation. And yes, we'll be serving our prime rib sandwiches again. As we say each year, this is not your average test plot tour. ●



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Broken Record About Spring

By **Trevor Stieg** Sales & Marketing Manager • trevorstieg.wce@midconetwork.com

I know we sound like a broken record—again—but the adverse conditions across the Watertown Co-op trade territory continued this planting season. We want to thank customers for their patience during this time. Your cooperative pushed the limits with equipment, facilities, and staff during one of the most compressed springs ever.



FALL APPLICATION DISCOUNTS

Apply:

- Phosphorus and potassium in the fall
- Nitrogen in the spring

Receive a significant pricing discount by using this multiple product, two-pass nutrient management strategy. Call your location for more details.

“Be proactive and scout early and often.”



With that in mind, we urge you to already be thinking about fall. Take some pressure off by applying phosphorus and potassium when crops have been removed from the field. Besides saving time and money (see inset box), it's also the most agronomically sound way to manage these nutrients.

We anticipate conditions will be extremely conducive to weeds, insects, and diseases this summer. In fact, bean leaf beetles have already been found in early soybeans nearby. Be proactive and scout early and often. Prices are too good to be complacent or too busy, and risk losing bushels to any pest issues. ●

Check Field, Then Call

By **Travis Christensen** Agronomy Manager • travis@watertowncoop.com



The combination of weather and moisture conditions will continue to make timely field management imperative. As we enter the next round of application, check your field conditions before calling us. Make sure your field is dry enough for our

equipment. You don't want to spend time pulling us out—and we don't want to get stuck in your fields. We can cover more acres and you can spend your valuable time in more productive ways than in front of a tow rope.

We are grateful for your business, support, and patience with us all spring. It was an extremely challenging time and yet we all persevered.

Thanks again, and please have a safe summer. ●



Feed Department News

By **Jon Hegge** Feed Department Manager • jon.wce@midconetwork.com

Every year we are asked this question: “Will creep feeding pay for itself?” Here’s my annual answer: Properly managed creep feeding can add significant revenue to cow/calf farms. Next to calving percentages, weaning weight has the greatest economic impact for the cow/calf owner.

As genetics have changed over the years, the impact of creep feeding has improved dramatically (see chart). Today, calves not only have the genetic ability to gain more on creep feed, but they convert creep feed more efficiently—which lowers the cost of gain.



CONTRAST OF CATTLE GENETICS AND CREEP FEED PERFORMANCE OF 30 YEARS AGO VS. TODAY

	<u>30 YEARS AGO</u>	<u>TODAY</u>
WEANING WT.	350-400 LBS.	550-650 LBS.
EXTRA GAIN	25-30 LBS.	75-100 LBS.
LBS. CREEP/LBS. EXTRA GAIN	10-12 LBS.	4-7 LBS.
SLAUGHTER WT.	850-900 LBS.	1250-1300 LBS.

The key is in managing creep as a supplement, not as a replacement for pasture. Heavier calves at weaning improve the total dollars per calf. Depending on prices, creep feeding can return an added \$30-\$40 per calf after the cost of creep feed. Additionally, with today’s genetics, replacement heifers also benefit from high fiber creep, with better breeding weights, and better weaning weights on their calves. ●

Feed department staff members include, left to right: Aaron Budahl, Tyler Hegge, and Travis Hall. Not pictured is Darin Megadanz.



Bridging the Hunger Gap With Creep

When calves reach 2-3 months, their nutritional requirements are approaching the first lifetime peak. At the same time, their mothers’ milk production begins to decline. Additionally, the nutritional stress on the mother grows even stronger as she conceives her next calf. This time frame creates what we call a “hunger gap.”

To compensate for the decline in milk, calves try to meet their growing nutritional needs by eating more forage. Though annual growing conditions cause variation, pasture quality and forage availability are usually on a downward quality curve at this time. As growing calves try to find more forage to eat, their mothers’ forage availability and quality are also declining. The calves and their bred, nursing mothers are now competing for the same feed.

Sound creep feeding provides relief to this competition and helps achieve optimal growth potential. ●

Altosid® Value

Horn flies are a serious threat to beef and dairy cattle—and your bottom line. University research indicates the economic threshold for horn flies is 200 per animal and, for dairy cattle, may be as low as 50 flies per animal. These common pests can cause a 15-50 lb. weight loss per head during summer. An Altosid IGR Feed-Thru investment will provide investment returns of 6:1 to 10:1. ●

ON THE RADIO

LISTEN TO OUR WEEKLY RADIO SHOW TUESDAYS AT 7:45 A.M. ON 96.9 FM.



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Mission Statement: To profitably enhance the success of our patrons.

New Sales Agronomist Joins Staff

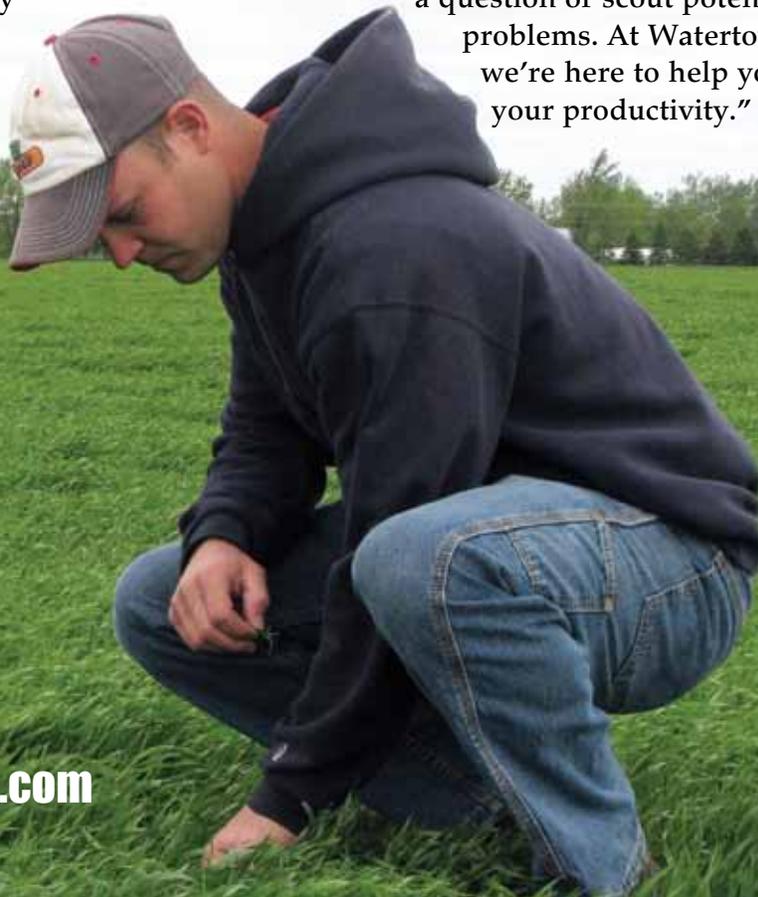
Adam Bushfield joined the Watertown Co-op staff in April. He's a 2009 South Dakota State University graduate, with a degree in agricultural systems technology and a minor in agricultural marketing. Adam grew up on his family's farm near Hitchcock and continues to farm his own acres near the family farm during his spare time.

As a farmer himself, Adam brings some good check-book perspective to his role as an agronomist. "It's great to be part of the Watertown Co-op agronomy staff," says Adam. "Obviously, my main focus now is helping customers with their input decisions. Wearing both hats, as

farmer and agronomist, helps in providing real-life, as well as science-based crop production information to customers. I've been fortunate to experience both sides of agriculture, the production side and the service side."

Besides working in the seed warehouse this past spring, Adam will scout and provide a complete range of full-service agronomy expertise to customers.

"Don't hesitate to call this summer if I can help with a question or scout potential field crop problems. At Watertown Co-op, we're here to help you increase your productivity." ●



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