

PRO-VISIONS

PRO COOPERATIVE MEMBER NEWSLETTER

QUARTER 3

SPRING 2025

GROWING TOGETHER  HARVESTING SUCCESS

PRO
COOPERATIVE





A NOTE FROM PRO'S CEO: TERRY PANBECKER



Spring planting season has begun! As the fields begin to stir with new life and equipment rolls out across the countryside, it's a clear sign that spring planting season is officially underway. This time of year always brings a renewed sense of hope and energy, but it also gives us a moment to reflect on the resilience of the agriculture community. The past growing season was filled with challenges. Yet, through it all, our team at Pro Cooperative stood strong. We adapted, worked tirelessly, and continued to support our producers through every hurdle. As we begin this new season, I want to take a moment to share just how proud I am of the entire Pro Cooperative team. In this edition of Pro-Vision's, we're celebrating several recent achievements

that highlight our ongoing commitment to excellence. Pro Cooperative has been honored with multiple awards, including TruTerra Dealer of the Year, several Star Store Awards, an Applicator of the Year employee, and several other recognitions that reflect our team's hard work and dedication. These awards are not just plaques on the wall—they are a testament to the pride our employees take in their work, the care they have for our communities, and the commitment they show to advancing agriculture. Every accolade reinforces what we already know: our people are the heartbeat of this cooperative.

Looking ahead: Growth, Safety, and Reliability. We're not just focused on awards. Pro Cooperative continues to invest in infrastructure and equipment to support the evolving needs of our members. Recent additions include upgraded rolling stock to support more efficient application efforts in the field. Another highlight this season was the long-anticipated open house at our new Terril facility. This impressive addition represents more than just a new building—it symbolizes our ongoing investment in the future of agriculture and the communities we serve. The event gave us an exciting opportunity to connect with our members, showcase our capabilities, and share our vision for what lies ahead at Pro.

These upgrades and expansions are not just about having the newest equipment—they are essential to ensuring safety, efficiency, and reliability in everything we do. By modernizing our tools and facilities, we're positioning Pro Cooperative to operate at the highest standards, deliver superior service, and remain a trusted partner to our members for generations to come. At Pro Cooperative, we believe that progress starts with people, and our people continue to lead the way. Have a safe planting season, Terry.



PRO'S NEW STRATEGIC ACCOUNTS MANAGER: JONATHAN FRIEDMAN



Jonathan Friedman joined Pro Cooperative in February. A native of Dyersville, Iowa—home of the Field of Dreams, he spent his time on his grandparents' row crop farm and gained early exposure to the cooperative system through his father, who worked and managed a large cooperative in eastern Iowa. "The ag industry comes very natural to me. I've been around it my whole life. I've always wanted to be a farmer!" he shares.

Jonathan enjoys hunting, fishing, golfing, boating, attending concerts, spending time with family and friends and farming back home with his father and brothers on their row crop and cattle operation. If he ever won the lottery, he'd invest in farmland and see more of the world. He's already traveled to Mexico, Canada and South America, but his dream destinations include the French Polynesian or Maldives islands.

Jonathan received an education from Iowa State University where he majored in Agricultural Studies and minored in Agronomy. He began his professional career as an assistant manager for a rail shuttle terminal in central Illinois and then later managed country grain elevators in southeast Iowa. For the last 12 years, he has lived in Milford, Iowa, where he has worked at other companies as a senior grain buyer and strategic accounts manager—each role helping him gain knowledge of the grain markets as well as building strong foundations with customers in northwest Iowa.

At Pro, Jonathan initially focused on the TruTerra Carbon Program, working alongside Jay, Pro's Conservation Agronomist. Now that this year's program deadline has passed, his efforts have shifted to primarily grain originations. He provides market insight, risk management tools, and strategic guidance to help farmers make informed decisions year-round. Jonathan is passionate about developing strong relationships and encouraging cross-selling collaboration between departments to better serve Pro's members.

PRO'S NEW AYRSHIRE LOCATION MANAGER: ERIC ZYLSTRA



This February, Pro Cooperative welcomed Eric Zylstra as the new Ayrshire Feed Mill Manager. Eric comes to Pro Cooperative with numerous years of experience. He grew up on an acreage outside of Sibley, where he spent much of his time helping on the family feedlot. Today, he lives on a hobby farm outside of Hartley with his wife and son.

Outside of work, Eric enjoys supporting his wife in local horse competitions, camping during the summer months, and participating in “off-off-Broadway” theater productions in Ashton, Iowa. He’s also an avid Iowa Hawkeyes football fan and holds season tickets to the games! Believe it or not, he once went skydiving in Las Vegas—but he’s quick to add, “I would never do that again!” If given just 24 hours to live, he says he’d go snow skiing.

Eric earned a degree in Animal Science from Iowa State University. Following his college graduation, he gained hands-on agricultural experience working at his family’s cattle feedlot, handling hog chores, working as an applicator, and serving in multiple roles at another cooperative, including supervisor, plant operator, and location leader. He was drawn to Pro Cooperative not only for the opportunity but also for the people and the fun, supportive atmosphere.

Eric is known for jumping in wherever needed and being a dependable team player. Working closely with Susan, the Feed Department Manager, he helps create a workplace that’s both efficient and enjoyable. One of his top priorities is maintaining a strong culture of safety at the feed mill.

To learn more about the pig site opportunities available at Pro’s Ayrshire Feed Mill or meet with him formally, contact Eric Zylstra or the team at the Ayrshire location.

2024 TRUTERRA STAR DEALER OF THE YEAR:



Jay Magnussen
712-358-1916

Pro Cooperative was awarded the TruTerra Dealer of the Year! Representing Pro Cooperative and accepting the award were Jay, Ben, Terry, and Dana. Just before the conference, Pro paid over \$1 million to the 2024 enrollment farmers. This was a significant milestone for Pro as the world looks toward sustainable agriculture and preserving a legacy for future generations. To learn more about conservation Agronomy, call Jay.

IOWA SECRETARY OF AGRICULTURE'S BIODIESEL MARKETING AWARD



Ryan Klaassen
712-240-0062



Secretary Naig Presents 2025 Renewable Fuels Marketing Awards to Sparky's One Stop and Pro Cooperative

ROCKWELL CITY, Iowa (Feb. 7, 2025) – Iowa Secretary of Agriculture Mike Naig presented the 2025 Renewable Fuels Marketing Awards to two fuel retailers that are leaders in promoting biofuels in Iowa. AI's Corner Oil, which operates **Sparky's One Stop**, a chain of convenience stores in western and northwest Iowa, is the Secretary's 2025 awardee for ethanol marketing. **Pro Cooperative**, a farmer-owned cooperative with its headquarters in Pocahontas, has been selected for the Secretary's biodiesel marketing award.

Pro Cooperative was honored with the Iowa Secretary of Agriculture's Biodiesel Marketing Award for our commitment to promoting and providing access to biodiesel for Iowans!

Pro Cooperative enrolled more farmers in the 2024 On Farm Biodiesel Credit Program than any other retailer! This program, supported by the Iowa Renewable Fuels Association, Iowa Biodiesel Board, and Iowa Soybean Association, provides fuel credits to Iowa farmers who use biodiesel blends for their agricultural operations.

We're proud to support sustainable solutions that benefit our farmers and communities!

2024 STAR STORE AWARDS: CENEX AND SINCLAIR

Pro Cooperative's Sinclair and Cenex-branded fuel stations were honored with the prestigious Cenex Star Station Award and the Sinclair Top Performer Award. Congratulations to all our 2024 award winners!



Terril



Rolfe



Laurens



Pocahontas



Estherville

COMMERCIAL APPLICATOR OF THE YEAR: PHILIP SHAUGHNESSY



A BIG Congratulations to Philip Shaughnessy, applicator in Terril, for receiving an award from the Agribusiness Association of Iowa (AAI)! Pro Cooperative's Philip Shaughnessy was honored as one of the three finalists for this year's Commercial Applicator of the Year award! Pictured with Philip on stage are the other recipients honored at the event.

"These dedicated professionals go above and beyond to ensure Iowa's fields receive the care they need, season after season. Their expertise, hard work, and commitment to precision application make a lasting impact on agriculture and our communities." – AAI Facebook page.

Philip has been an applicator with Pro Coop for about 10 years. Pictured on the right are Dana, Philip, Todd, and Joe from Terril.

Congratulations, Philip! Thank you for your hard work and dedication to excellence! We are proud to have you on our team, supporting our farmers and communities.

PRO'S OPEN HOUSE EVENT IN TERRIL



Pro Cooperative hosted an Open House at our Terril location, bringing together producers, customers, and vendors from across the trade area. Guests had the opportunity to tour the new facility, enjoy a great meal, and connect with fellow producers and Pro team members. A special thank-you to WinField United, EPS, and Schoelerman Contracting for providing the meal, and to the Dickinson County Cattlemen for grilling delicious ribeye sandwiches! We also appreciate our generous sponsors and vendors who contributed door prizes to help make this event a success. Shout-out to Corteva for providing matching shirts for our event team! From all of us at Pro Cooperative, we wish you a safe and successful 2025 growing season. If you haven't had a chance to tour the new Terril facility, we'd love to show you around—just reach out to the team in Terril!



INVESTING IN THE FUTURE OF AGRONOMY AT PRO COOPERATIVE

When looking back at the roots of what a cooperative is—and why the cooperative model began centuries ago—Pro Cooperative proudly stands as a continued example of its core values. Since 1911, our focus has remained clear: to provide member-owners and local producers with the best possible service and opportunities for success. Today, nearly 115 years after the formation of Pro Cooperative's parent company, Farmers Cooperative Company of Bradgate, that founding vision remains unchanged. However, as the agricultural industry continues to evolve, so too must the cooperative.



Recognizing the need to modernize and streamline agronomy operations, Pro Cooperative identified an opportunity to strengthen service, improve efficiency, and ensure future competitiveness in the marketplace. The result was a bold, strategic investment: the development of two new, state-of-the-art Agronomy Centers located in Rolfe and Terril.



These two centralized hubs represent more than just new buildings—they reflect Pro Cooperative's commitment to safety, consistency, and operational excellence. By consolidating agronomy assets into these key locations, we've created facilities designed to better serve our members across the trade area throughout every season. From seed and fertilizer to crop protection and nutrient planning, these centers are equipped to support every stage of the growing cycle.

Whether you're preparing for planting, managing in-season fungicide and insecticide applications, or planning ahead for next year's crop, Pro Cooperative's experienced agronomy team is ready to partner with you. With the advanced capabilities of the Rolfe and Terril Agronomy Centers, we're helping ensure your success—today and into the future.

AGRONOMY UPDATES

2025 SUMMER CROP PROTECTION AND NUTRIENT PROGRAM



Simplify Your Season: Pre-Built Agronomy Bundles Ready for You

Choosing the right agronomy products just got easier. Pro Cooperative is offering simplified bundles from WinField and Rosen's that are budget friendly and maximize your crop potential. These bundles aren't just generic—they're built on proven performance data and tailored to fit different field goals. It reduces decision fatigue and gets producers focused on execution, not endless options. It's also a chance to take advantage of early-season planning and potential program incentives! A quick call with an agronomist ensures the grower is selecting the bundle that aligns with their acres, crops, and yield goals.

Rosen's Products:

Pro Essentials Bundle

-Fungicide:	Product: MiCrop (QuiltXL)
-Insecticide:	Crusader 1EC
-Drift and Deposition Aid:	MasterLock
-Application:	Custom

Pro Power Bundle

-Fungicide:	Product: MiCrop (QuiltXL)
-Insecticide:	Lancer
-Crop Nutrient:	Taurus Sulfur
-Drift and Deposition Aid:	MasterLock
-Application:	Custom

Pro Ultimate Bundle

-Fungicide:	Product: MiCrop (QuiltXL)
-Insecticide:	Declare
-Crop Nutrient:	K GRO
-Drift and Deposition Aid:	MasterLock
-Crop Stress Mitigation and Amino Acids:	Mitigate Plus
-Application:	Custom

Pro Elite Bundle

-Fungicide:	Product: Preemptor EQ
-Insecticide:	Declare
-Crop Nutrient:	K GRO
-Drift and Deposition Aid:	MasterLock
-Crop Stress Mitigation and Amino Acids:	Mitigate Plus
-Application:	Custom

Winfield's Products:

Pro Essentials Bundle

-Fungicide:	Product: Cover XL (QuiltXL)
-Insecticide:	WU Grizzly Too
-Drift and Deposition Aid:	MasterLock
-Application:	Custom

Pro Power Bundle

-Fungicide:	Product: Cover XL (QuiltXL)
-Insecticide:	Tundra
-Crop Nutrient:	Max-In Boron
-Drift and Deposition Aid:	MasterLock
-Application:	Custom

Pro Ultimate Bundle

-Fungicide:	Product: MiCrop (QuiltXL)
-Insecticide:	Tundra
-Crop Nutrient:	Max In K
-Drift and Deposition Aid:	MasterLock
-Crop Stress Mitigation and Amino Acids:	Voyagro
-Application:	Custom

Pro Elite Bundle

-Fungicide:	Product: Altipro
-Insecticide:	Tundra
-Crop Nutrient:	Max In K
-Drift and Deposition Aid:	MasterLock
-Yield Enhancin Bio-Stimulant	Voyagro
-Application:	Custom

All Winfield Product Bundles are eligible for the Catalyst Program

Application Rates will change based on high clearance or airplane

Contact Ben Pruss, Sales Manager, or your local Pro Cooperative agronomist to learn more

Ben Pruss 712-339-3198

ENERGY UPDATES

RUNNING HOT? KEEP YOUR HIGH-SPEED PLANTER COOL WITH MAXTRON® THF+

The skies are clear, the ground is fit, and you can finish planting just in time for the forecasted warm rains.

Except... you're sitting on the edge of the field with a hydraulic fluid temperature warning light.

As you wait for the service tech to arrive, again, you see your neighbor in a 1970's tractor and a ground driven planter. No sensors beeping, no indicator lights flashing, just 6-rows of progress with each trip across the field. You feel your blood running at the same temperature as your hydraulic fluid.



Your phone rings. It's a Pro Cooperative Energy Salesperson checking in on your planting progress.

"Not great," you say. "Parked on the headlands again, waiting for hydraulic fluid to cool. I upgraded to a high-speed planter, and with all this sitting to let fluids cool, the only thing speeding is my heart rate. You have any ideas?"

"Actually, yes!" they say. "Switching to Cenex® Maxtron® THF+ has helped customers who pull high-speed planters."

"What's so great about it?" you ask skeptically.

"Maxtron® THF+ is a full synthetic tractor hydraulic fluid engineered to perform extreme temperatures. It retains viscosity at high temps, so it pumps more efficiently, runs cooler, and increases hydraulic power output. As a bonus, it cleans and protects gears, pumps, seals, and hoses for increased durability on both tractor and implement."

"Sounds too good to be true," you say. "What's the downside?"

"Well, it costs more than conventional fluids, and some customers see it as extra expense," the salesperson says.

"Sitting and service calls cost money too!" you shout. "If Maxtron® THF+ solves this, it will more than pay for itself in having this crop in the ground on time. Not to mention my sanity! How fast can you meet me at the shop with jugs of Maxtron® THF+?"



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Ryan Klaassen 712-240-0062
Energy Sales Specialist

FEED UPDATES

PRO PARTNERS WITH FORM-A-FEED AND VITA PLUS



Pro is stocked with Vita Plus Milk Replacer. Headquartered in Madison, Wisconsin, Vita Plus serves a variety of animals, including pigs, dairy cattle, goats, and beef cattle. Contact your feed team to meet your calving needs!

Form-A-Feed



Pro Cooperative is partnering with a new vendor, Form-A-Feed. Based out of Stewart, Minnesota, Form-A-Feed provides a variety of products ranging from backyard chickens and rabbits to feedlots and show stock. They provide feed in both bulk and bagged options, delivering a variety of products and quantities directly to you! Get your animals eager for feeding time with Form-A-Feed!

Lauren Swan

712-358-2494

PRO ADDS NEW 2025 ROLLING STOCK:

Pro Cooperative is dedicated to enhancing its operational efficiency across the company. Recently, Pro expanded its rolling stock by adding several new pieces of equipment, including three Tempte grain trailers, which will ensure safe and effective grain transportation for both our employees and the product. Additionally, Pro purchased two stainless steel 26-ton tenders for dry fertilizer. These tenders feature a self-contained power pack and six compartments, allowing for more efficient delivery. To top it off, Pro bought a John Deere 2232 Track Tractor, which will be used for anhydrous applications. This new tractor will be a valuable asset, particularly in the southern portion of Pro!



FORM-A-FEED EVENT:

Pro Cooperative and Form-A-Feed came together in March to host their first-ever Beef Producer Meeting! We would like to extend our gratitude to everyone who attended this event. It was a wonderful evening filled with learning, laughter, prizes, and delicious food! Don't forget to reach out to Pro's Feed Team to learn more about our 2025 feed offerings!



CENEX EVENT:

In March, Pro Cooperative partnered with Cenex to host a Peak Performance Workshop in Pocahontas. Producers gained valuable insights into the benefits of Cenex premium diesel, lubricants, and grease as they prepare for the spring planting season.

Thank you to all the producers who attended and to the Cenex representatives for presenting! Contact Ryan to learn more about the products offered by Cenex.



PRO HELPS THE LOCAL COMMUNITIES



Iowa Lakes Community College (ILCC) operates a student-led farm located west of Emmetsburg. Pro Cooperative expresses sincere gratitude for the partnership established with ILCC and the dedicated team at their college farm. Josi Reiman, intern at Pro and student in ILCC's Agriculture program, is presenting a donation to several agriculture students at the ILCC farm.



Pro Cooperative's Gracie Jackson presented a donation to Clay County Pheasants Forever for their annual banquet, held in mid-February. Paul Daniels, a representative for Pheasants Forever, accepted the donation.



Pro Cooperative has a deep appreciation for the first responders who serve in our communities. Gracie Jackson of Pro presented a donation to the Wallingford Fire Department. This donation from Pro was accepted by Jarrod Fischer.



Pro Cooperative looks to promote safety for our local farmers. The Ruthven Fire Department has used our donation by purchasing a grain rescue auger to add to their bin rescue tool kit. Gracie Jackson presents the donation to Ruthven's first responders.



In late January, Pro Cooperative's Gracie Jackson presented a donation to the Emmet County Cattlemen for their annual banquet. Accepting the award on behalf of the Cattlemen was Ward Harsin.



Pro Cooperative is very passionate about conservation efforts. Pro's Gracie Jackson, presented a donation to the Emmet Co. Conservation. The funds from the annual banquet raise money for educational activities at the conservation. Officer Matt Reineke accepted the two Sinclair gas gift cards on behalf of the Conservation.

ROLFE HEARTLAND CONVENIENCE STORE

Congrats Graduate! Let's Celebrate!

Planning a graduation party? Pro Cooperative's Rolfe Heartland Convenience Store is now taking cookie orders to help make your celebration even sweeter!

**\$12.09
per dozen**

- Caramel Apple
- Chocolate Chip
- Chocolate Chip M&M
- Chocolate / Chocolate Chip
- Chocolate Chunk
- Cranberry Oatmeal Walnut
- Lemon White Chocolate
- Monster

- Oatmeal Raisin
- Peanut Butter
- Reese's Pieces Peanut Butter
- Salted Caramel
- Snickerdoodle
- Strawberry Shortcake
- Sugar
- White Chunk Macadamia



To order, contact Rolfe Heartland at 515-890-5475

We request a two week notice on all cookie orders

PRO'S SUMMER MARKET OUTLOOK MEETING

Join us for an evening of market updates featuring Matt Campbell, Risk Management Consultant at StoneX Financial Inc. Matt will be joined by Erik Triggs from RMS Energy for an update on the energy market. Additionally, a representative from Abbott Futures, Chris Short, will provide insights into the agronomy fertilizer market.

Thursday, August 14, 2025 • 4:00 PM - 8:00 PM

Iowa Lakes Community College, Emmetsburg, IA
3200 College Dr. Emmetsburg, IA 50536

A meal and refreshments will be served at the conclusion of the meeting

PRO

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17 3rd AVE NE
POCAHONTAS, IA 50574

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Ayrshire 515-884-8410
Bradgate 515-375-6523
Estherville 712-362-3857
Gilmore City 515-373-6174
Gilmore City Auto .. 515-373-6452
Graettinger 515-884-8298
Havelock 515-890-5402

Laurens 515-890-5460
Manson 515-890-5409
Milford 712-338-2223
Pioneer 515-373-6513
Pocahontas 712-335-3575
Pocahontas HQ .. 712-335-3060
Pocahontas Auto .. 712-335-3611
Plover 515-890-5420

Rolfe 515-890-5430
Rolfe Heartland .. 515-890-5475
Rolfe Auto 515-890-5463
Ruthven 515-884-8430
Rutland 515-332-1491
Terril 515-884-8452
Wallingford 515-884-8462