



NEWSBEET

Navigating the Path to Leafspot Control



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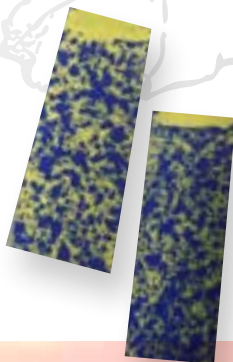
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ROOT OF THE BUSINESS

By Mark Flegenheimer, President and Chief Executive Officer

LOOKING FORWARD: THE NEXT GROWING SEASON

With the extremely cold temperatures we endured this winter, it is hard to imagine that another beet crop will be planted soon. Spring is a time of new beginnings and this year is no different. Growers have had the chance this winter to learn new agronomic protocols for raising the highest-quality beets. Keeping leafspot minimized will require a well-developed and closely followed plan. Everything from field and seed selection to spray nozzles (see story on page 14) and chemistries will have a real impact on being able to grow and harvest a bountiful and healthy crop. We strongly urge you to work with our agronomy staff as you finalize your plans and as you tend to your crop this spring and summer. Our ag team does not sell chemicals or seed varieties. Their unbiased opinion is given so shareholders can grow the best, most profitable crop of sugarbeets. Please utilize this free resource for your 2019 crop.

This spring we welcomed Teresa Crook, Mark Sylvester and Bill Zehnder to our Board of Directors. In this issue of *The Newsbeet*, read the interesting profiles of our new cooperative board members (see pages 18, 20 and 22). We are excited to have their fresh and unique insights and ideas.

We will miss the guidance and wisdom of our retiring board members Charlie Bauer, Kent Houghtaling and Ken Kousky. These outgoing members put in an inordinate amount of time and effort leading our co-op with more than 20 years of combined service. Thank you for all you have done for our growers, employees and industry during your time on our board.

In Washington, D.C., the nation welcomed numerous new members of Congress in 2019 (see story on page 9). Wisely, before their arrival, during the “lame duck” session of Congress, a new five-year Farm Bill was passed into law. President Trump signed the bill on Dec. 20, 2018, increasing the loan rate for sugar by more than one cent per pound for refined sugar. This 5% increase is the first uptick we have had in years. Having the Farm Bill and the Mexican Suspension Agreement in place will provide market stability for the foreseeable future.

Hopefully, this spring and summer will bring our cooperative a high quality and bountiful crop. Have a safe and productive growing season. ■

“Spring is a time of new beginnings and this year is no different. Growers have had the chance this winter to learn new agronomic protocols for raising the highest-quality beets. Keeping leafspot minimized will require a well-developed and closely followed plan.”

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NAVIGATING THE LONG AND WINDING ROAD

“When you are traveling a journey where there are so many twists and turns, focus is paramount; your choices are more variable and there is little or no time to look in the rearview mirror.”

By James Ruhlman, Executive Vice President

As we reflect on the past several years and look at the crop production obstacles and challenges encountered here in Michigan, we find again that every year is different. The road to producing a high-sugar and high-tonnage crop is not a straight one; rather it is filled with curves, peaks and valleys. In our case, the “mixed terrain” comes in the form of erratic weather patterns and heavy leafspot pressure.

When you are traveling a journey where there are so many twists and turns, focus is paramount; your choices are more variable and there is little or no time to look in the rearview mirror. Your eyes must remain straight ahead which prevents you from observing the neighboring landscape to see what others are doing. Preparation is vital; the map going forward must be well planned, and all resources must be utilized in order to reach the final destination timely, safely and successfully. Risk is minimized and unforeseen events can be overcome when the plan is sound.

While a multi-year plan is needed on a macro basis, the current crop year plan begins in the fall before spring planting when field selection, tillage and fertility are decided. In other words, you choose the roads you are about to travel. Early winter brings about decisions related to the physical and environmental conditions of the soil. Is it heavy or light? Is the soil type and fertility consistent throughout the entire field? What are the disease pressures? It is well tilled? These are all questions that need to be asked in order to adequately pre-

pare your map for the road you are about to travel in producing a high-yielding and high-quality crop.

Once you have a map, you have to utilize all the tools available:

- Grid soil-test your field to ensure proper fertility.
- Utilize satellite imagery software and variable-rate prescriptions in order to maximize seed population.
- Choose a seed that has the traits needed to combat that most invasive disease.
- Plan equipment use in order to ensure you can get your crop planted at the time when conditions are ideal. Perhaps you have to rely on a neighbor or a piece of rental equipment in order to place the seed in the ground at the optimal time.
- Finally, have frequent conversations with your field consultant when making your selections. They can help you choose the right tools at the right time. A customized map is critically important in today's environment.

Once the map is in place and the tool selection is made (navigation devices), the craftsmanship of the driver takes over (in this case the farmer). When should I plant? How fast should I go? What's coming at me next? Do I crust-bust or not? When do I start spraying? Am I using the right nozzle tips, and enough water and at the proper pressure when I spray? Which adjuvant should I use?

Should I spray eight times or six times? Should I use an EDBC, a triazole or supertin on this application...and oh, by the way, when should I make my next glyphosate application? When is it going to rain next? When will it be still enough to spray? Will this be an early dig field or not? Choosing the right tools at the right time is essential when the path isn't straight.

As I write this article, it reminds me how mentally, emotionally and financially taxing it is to be a farmer. It takes a true craftsman in this field of work to be successful. With every year being different, the formula for success has to be unique and customized. Just because the map took you in the right direction last year, doesn't mean you'll reach the peak again this year. Every turn in the road is an adventure. Every uphill battle must be met with patience and skill. Every valley must be faced with gratitude and thoughtfulness. The artistic talent of a farmer is in the study of the soil and knowing which practices and tools to apply as he anticipates the upcoming challenges of nature.

Some say, “Take the road less traveled.” In farming, we are sometimes made to formulate maps for roads that don't even exist yet and apply our skill along the way. ■



A Goodbye....

By Ray Van Driessche, Retired Director of Government Relations

As many of you already know, awhile back, I decided that it was time to slow down. With that in mind, I officially retired from Michigan Sugar Company shortly after the first of the year. What does “slowing down” mean? It means that I plan on staying very active in a number of different ways, but first and foremost, I will have more time with my family, including 10 grandchildren. It also means I can help out more on the family farm again, working side by side with my sons Dan and Mike and brother Gene. But enough of that – I would like to take this opportunity to say “thank you” to Michigan Sugar Company and all the growers I have had to the privilege to represent over the years.

This great experience started for me in 1986 when I was elected to the Monitor Sugar Growers Association Board of Directors. Never would I have imagined at that time that serving on the Monitor grower board would give me the opportunity to represent the sugar industry in the different roles I have for the next 32 years.

Serving on the Monitor Sugar Growers Board from January 1986 to January 2005 provided me the opportunity to serve as President of the Monitor Sugarbeet Growers Association for 10 years before moving into the role of Executive Director. With the merger of Michigan Sugar Company and Monitor Sugar Company into one grower-owned cooperative,

I had the great privilege to be hired as the Director of Government and Community Relations for Michigan Sugar Company. Serving in these different capacities over the years also has allowed me to be a member of the American Sugarbeet Growers Association Board for 27 years, beginning in 1991. On the ASGA Board, I had the honor of serving as President in 2001 and 2002, a member of the Mexico Task Force for 14 years and on the USDA Sweetener Technical Advisory Committee for three years.

I feel very comfortable and confident in leaving my position with John Boothroyd stepping in and taking over as Manager of Government Relations. I had the opportunity to work side by side with John for a number of months before I retired and his government relations expertise was quickly evident. Michigan Sugar Company management and the shareholders can feel very confident they will be well represented. Working as a staffer in Rep. John Moolenaar’s Congressional office in Washington, D.C., for more than four years, has allowed John to hit the ground running and not miss a “beet.”

What a wonderful experience it has been. But most importantly, all along the way the good Lord has blessed me by surrounding me with good and caring people who have made my career enjoyable and rewarding. “Thank you” to my family members who have been so supportive and understanding and to my Michigan Sugar Company family. ■



ABOVE Ray Van Driessche poses for a photo with family, friends and co-workers during his retirement party held Friday, Feb. 8, 2019.

RIGHT U.S. Sen. Debbie Stabenow congratulates Ray on his retirement.



LEFT Ray Van Driessche and John Boothroyd pose for a photo with former Michigan Gov. Rick Snyder.
ABOVE Ray on his last day of work on Jan. 3, 2019.

and a Hello!

By John Boothroyd, Manager of Government Relations

Just more than a year ago, when my wife Katherine and I found out we were going to have our first child, we made the decision to move home to Michigan from Washington, D.C. While I was looking for work, my wife asked me what my dream scenario was. I told her that I would love to work with Michigan Sugar Company. As fate would have it, several weeks later, during a meeting with Ray Van Driessche, I mentioned to him that I was planning on leaving Congressman John Moolenaar's office. Ray informed me that he would be retiring and that, if interested, I should apply for the position.

Now, as we begin a new year, I am still in awe of the way things worked out. Having worked on Capitol Hill for four years and with Michigan Sugar Company for the past six months, I can tell you this company has an unparalleled reputation in both our state's and our nation's capital for integrity and effectiveness. That is testimony not only to this company but also to the fantastic work that Ray has done over the past 15 years. Working with Ray for the past several months has been a great learning experience for me and I hope you will all join me in wishing him all the best as he enters a new and exciting phase in his life. I am both honored and humbled that I have been given the opportunity to succeed him and I am very excited for what the future holds.



ABOVE John Boothroyd is Michigan Sugar Company's new Manager of Government Relations. He joined the company after working four years for U.S. Rep. John Moolenaar.

2018 ELECTIONS

The 2018 mid-term elections are over, much to the delight to those of us who were sick of seeing dozens of political advertisements every time we watched television. Unlike the 2016 Presidential election, the polls proved to be fairly accurate. On a national level, the Democrats made strong gains in the House of Representatives, retaking the lower chamber for the first time since 2010. The Democrats gained 40 seats in the House, giving them a 235-199 majority. In the Senate, the Republican Party fared better, gaining two seats and increasing their majority to 52-47. The election showed a continuation of the trend of Republican strength in rural areas, sweeping Democrat incumbents in Missouri, Indiana and North Dakota. However, the Democrats built on recent gains in traditionally Republican strongholds in suburban areas, which made up nearly all of the House districts they flipped. The leadership of both parties remains consistent. Congresswoman Nancy Pelosi (D-CA) maintained her leadership of the Democrats in the House, despite an attempted revolt by the more liberal wing of her party, and is the new Speaker. Senate Minority leader, Chuck Schumer (D-NY), also kept his position. The Republican leader, Paul Ryan, retired and his deputy and former House Majority Leader Kevin McCarthy (R-CA), is the Republican Minority Leader in the new Congress. Mitch McConnell (R-KY) also continues as the Senate Majority Leader. There is some hope that a split government will lead to a new spirit of bipartisanship, but we will most likely see a large number of investigations into the administration led by the leadership in the House.

Supporters of the sugar industry fared well in the midterms: 89 percent of the candidates who received contributions from the Michigan Sugar Company Growers PAC won their races. In the Senate, sugar lost industry

champions in Sens. Joe Donnelly (D-IN), Heidi Heitkamp (D-ND) and Bill Nelson (D-FL); however, Nelson and Heitkamp were replaced by members who have supported the industry in the past.

2018 FARM BILL

The mid-term results appeared to break the stalemate over the 2018 Farm Bill. House Agriculture Committee Chairman Mike Conaway (R-TX) dropped controversial changes to SNAP (food stamps) and the commodity title and a compromise bill was passed by both chambers of Congress and signed into law in December. The sugar program was modified slightly, with the loan rate getting a much needed 1-cent increase. Despite the stunning 237-137 defeat of an anti-sugar amendment in the Farm Bill, which would have gutted the sugar program, opponents of the program have continued a robust anti-sugar campaign. There is no doubt that the coalition seeking to allow the unfettered access of subsidized below-cost sugar into the U.S. market will continue these efforts.

NATIONAL BIOENGINEERED FOOD DISCLOSURE REGULATIONS

In July, the U.S. sugarbeet industry submitted comments to United States Department of Agriculture regarding the National Bioengineered Food Disclosure Rule. The industry argued that since beet sugar does not contain bioengineered DNA, it should not be required to be labeled as a GMO product. Just before Christmas, USDA released its National Bioengineered Food Disclosure Rule and beet sugar will not be required to carry such a label. This represents a huge win for the entire industry. ■



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AGRONOMIC OPPORTUNITIES

Research Efforts Remain Strong in 2019

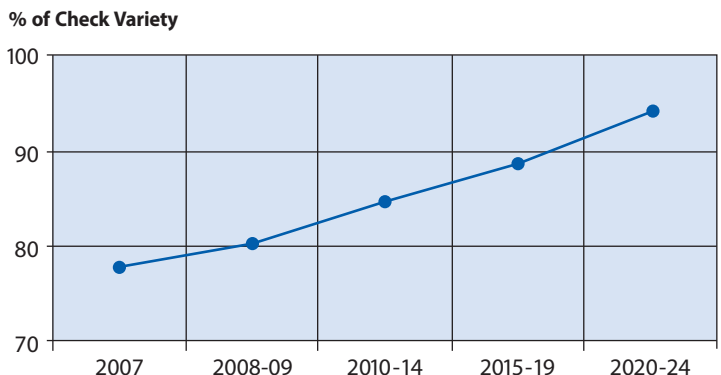
By Corey Guza, Ph.D., Director of Agronomy

Michigan Sugar Company has a long history of driving agronomic innovation. The company has been involved with seed and chemistry, as well as technology and equipment innovation. This innovation has been driven by the need to improve the profitability of sugarbeet production for the cooperative's grower-owners.

The sugarbeet industry generally needs to drive much of its own innovation compared to relying on outside sources to provide new products and services. Sugarbeets are considered a "minor" crop with large agricultural input suppliers. Due to this minor crop status, innovation needs to be intentional since the return on investment from research and development to large companies is lower than corn, soybeans and wheat, which are considered "major" crops. A good example of this is when Roundup® Ready sugarbeets were first developed. Investment and commitment was needed from both seed and trait companies, as well as commitment from the grower-owned sugarbeet companies to develop, grow and process the crop with the new technology.

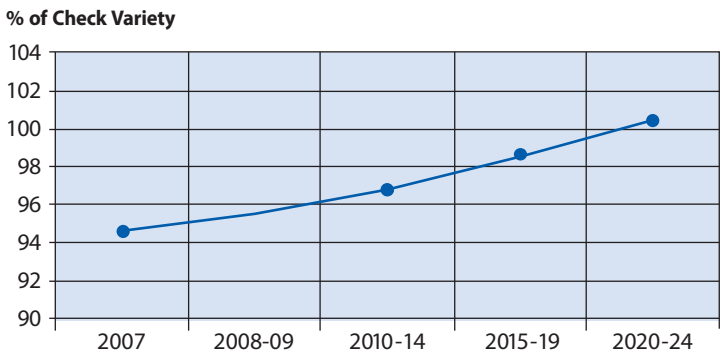
Progress and innovation can also be a little more subtle than developing Roundup® Ready sugarbeets, but no less important. The Michigan Sugar Company Seed Committee helps to set standards and targets for seed companies to reach, based on grower needs. Typically, this includes both increasing disease tolerance and crop yield (Figures 1-3). Unfortunately, it is challenging for seed companies to make the perfect sugarbeet for all growers, but Michigan Sugar Company works to set standards that will result in excellent seed choices.

Figure 1 - Approved Variety RWSA Minimum Requirements
Increasing Minimum Yield Requirements Over Time



The Michigan Sugar Company Seed Committee has focused on ramping up the minimum RWSA requirements for varieties sold in Michigan and Ontario.

Figure 2 - Approved Variety RWST vs. RWSA
Minimum Requirements
Increasing Minimum Quality Requirements Over Time



The Michigan Sugar Company Seed Committee has increased the level of RWST sugar per ton required for varieties sold in Michigan and Ontario.



Oftentimes, growers have issues that cannot be solved with seed selection alone. Managing the leafspot diseases growers are challenged with requires spray programs that match the varieties growers plant along with the diseases they are trying to manage. Michigan Sugar Company tries to provide a leafspot spray plan framework that can be customized to the grower's farm and fields. It would be relatively easy for Michigan Sugar to tell growers, "Spray all your fields nine times for leafspot and you will attain acceptable control." While the grower would achieve success in terms of managing leaf disease, this strategy may not result in the most economic return on their investment. Matching the spray program to the variety is critical for maximizing return on investment (Figure 4).

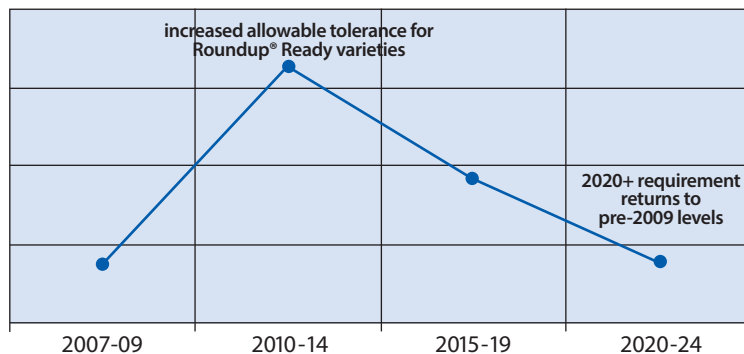
One of the most important discoveries of Michigan Sugar Company Research within the last couple of years is the value of adjuvants with fungicides. Adding a "sticker" type adjuvant improved effectiveness of fungicides significantly (Figure 5). The improved control with the adjuvants also resulted in large returns on investment. Adjuvants returned as much as \$100 per acre from improved leafspot control compared to the fungicide alone.

Michigan Sugar Company will continue to work hard to provide innovations that help sugarbeets be more profitable for growers. In addition to setting the direction for the varieties of the future, new strategies are being developed to fight disease and improve yield. Michigan Sugar Company research planted approximately 10,000 plots, in 2018, exploring varieties, disease control, weed control, plant health and plant nutrition. In 2019, the research may change but the effort will be just as strong. ■



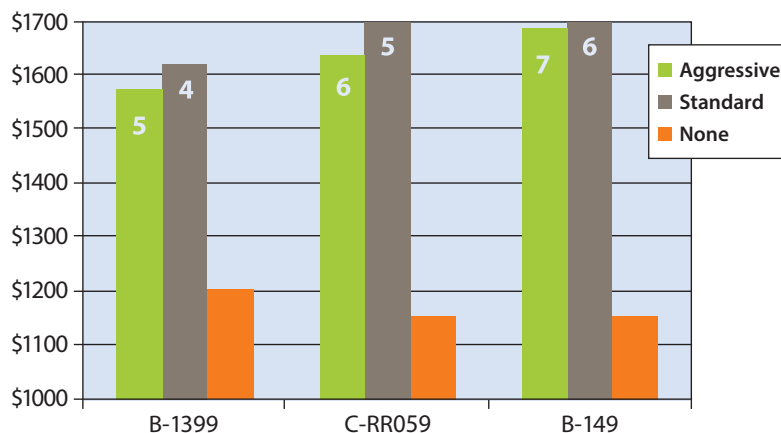
Dr. Corey Guza is the Director of Agronomy at Michigan Sugar Company. He works with staff to identify research opportunities, evaluate data and assists field consultants and growers with educational training and support. Corey rejoined the company in 2016.

Figure 3 - Approved Variety Cercospora Leafspot Maximum Allowed
Changes in Cercospora Tolerance Over Time



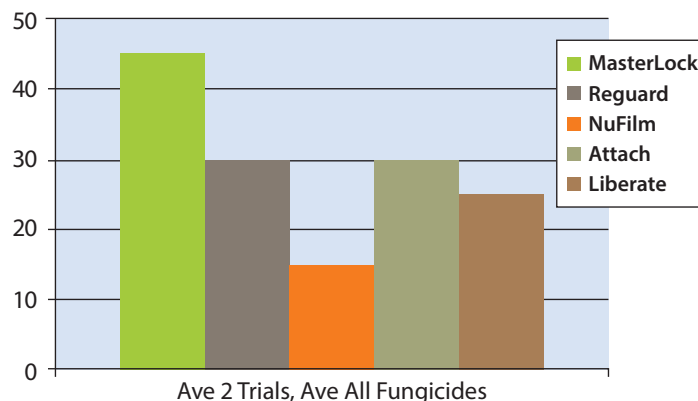
The Michigan Sugar Company Seed Committee relaxed the Cercospora leafspot variety tolerance when Roundup Ready sugarbeets were introduced into the growing region to allow for more yield potential. The allowable amount of Cercospora in a variety has been ratcheted down ever since.

Figure 4 - Number of Fungicide Sprays by Variety
\$ per acre net fungicide cost



More leafspot-tolerant varieties, like B-1399, can be sprayed less aggressively to achieve economic leafspot control compared to less tolerant varieties such as C-RR059 and B-149.

Figure 5 - Adjuvants 2017
% Improved Leafspot Control



Higher = Improved Control vs Fungicide alone.
Adjuvants help improve leafspot control by 45% in some cases.

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Proper Nozzle Selection,

By Corey Guza, Ph.D., Director of Agronomy

Little adjustments can pay big dividends for Michigan Sugar Company growers when managing leafspot.

The current leafspot fungicide programs for managing *Alternaria* and *Cercospora* leafspot require the effective use of protectant fungicides to achieve success. Protectant fungicides are very sensitive to application technique; they must thoroughly cover the leaf to be effective. Spray nozzle selection is one of the most important decisions a grower can make to maximize leaf coverage. Nozzles should be selected to produce fine or medium droplets. Spray pressure — measured in pounds per square (PSI) — and water volume, measured in gallons per acre (GPA) — also have an effect on droplet size and spray coverage. Increasing the pressure will generally create finer droplets. Increasing the water volume will create more droplets.

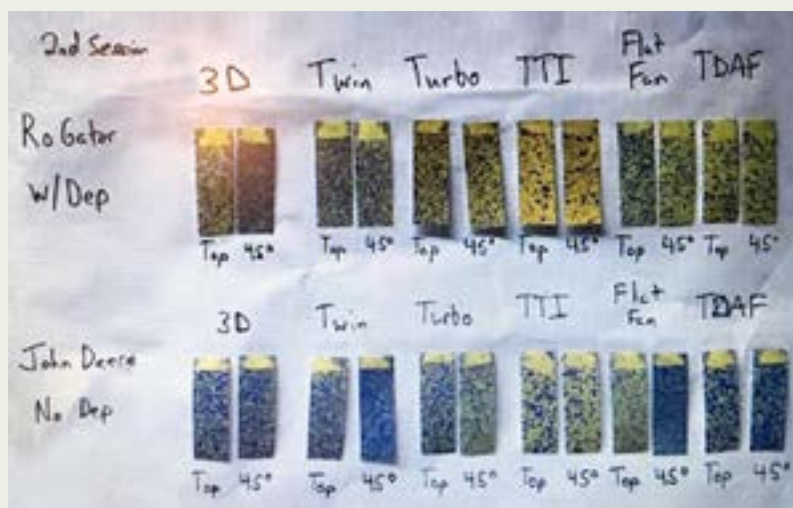
Growers spray at a wide range of speeds. If sprayer speeds are slower — less than 8 mph — finer droplets generally land on the leaf surface with more accuracy. At speeds greater than 8 mph, sprayers should be set up to apply more medium-sized droplets to help the spray hit the leaf surface.

A number of quality nozzles are available to help maximize spray quality. The “right” nozzle depends on the capability of the sprayers, including how much pressure can be produced and how fast the sprayer can travel in the field.

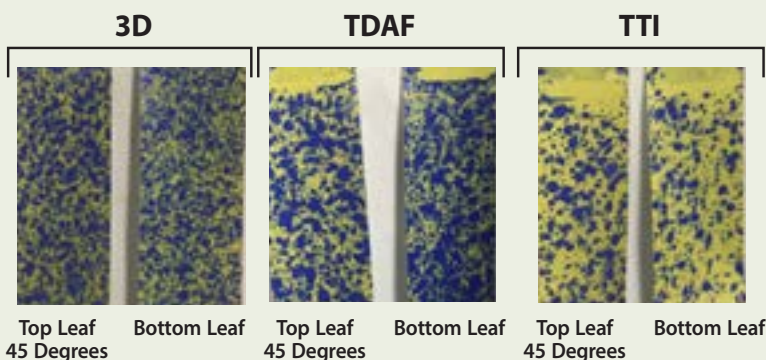
Michigan Sugar Company demonstrated five nozzles at spray clinics that generally are considered good for spraying fungicides for leafspot: Teejet XR flat fans, Turbo Teejets, Twin Turbo Teejets, Greenleaf TADF's and John Deere/Hypro 3D. Michigan Sugar Company growers have been using some of these nozzles with great results.

Set up properly, all of these nozzles can be effectively used for spraying fungicides (Picture 1). The main thing to consider when selecting a nozzle is that it be sized properly for the pressure targeted. For example, Teejet XR flat fans generally produce too many fines when used above 80 PSI. Turbo Teejets generally work very well at 100 PSI.

One thing that was observed at the spray clinics is that if the Greenleaf TDAF or 3D nozzles are sized too large for the pressure and volume of water being applied, the resulting water droplets were too large for adequate leaf coverage. Also demonstrated was the use of a nozzle designed for application of systemic herbicides. While that nozzle was perfect for that purpose, it was less than ideal for fungicide applications (Picture 2).



PICTURE 1. NOZZLE TEST SESSION Here are the results from a spray test conducted by Michigan Sugar Company in June 2018. The results show most nozzles provided adequate coverage of sugarbeet leaves as represented by the spray paper samples above. Using the Turbo Teejet Air Induced nozzle (TTI) provided the least amount of coverage.



PICTURE 2. NOZZLE COMPARISON The 3D nozzle produced the optimal droplet pattern and coverage for fungicides. You can see in the spray paper samples above, the TDAF nozzle produced droplets that were larger than desired and the Turbo Teejet (TTI) nozzles produced droplets that were too large and did not provide adequate coverage.



Sprayer Setup Are Keys

Growers should try to pick nozzles that are ideal for fungicides when applying fungicides. This is especially true when using contact fungicides, such as Super Tin, EBDC and copper which are very important products for managing disease with the increased sensitivity of leafspot to the triazole and strobilurin class of fungicides.

Growers invest a significant amount of money in fungicides for managing leafspot. Applying these fungicides in a way that maximizes effectiveness

can increase your return on investment by improving disease control and sugarbeet yields.

A trial conducted in 2017 by Michigan Sugar Company compared four nozzles — Teejet XR flat fans, Teejet AI3070, Turbo Teejet and Teejet Cone Jet. A spray program was applied that included a mix of triazole and protectant fungicides along with a deposition aid and sticker-spreader combination product called Masterlock. The nozzles were tested with the same spray program. The Teejet XR flat fans, AI3070 and Turbo nozzles resulted in the best leafspot control and, as a result, the greatest income per acre (Figures 1 and 2).

Proper nozzle selection and sprayer setup can make a big difference in the success of a spray program. If growers would like suggestions as to how to improve sprayer setup or double check that they are using the proper nozzles, please contact a member of the Michigan Sugar Company agronomy team and we will be glad to assist. ■

Figure 1 - Spray Nozzle Test Results

Here is a look at how four different spray nozzles influenced leafspot control. The numbers on the left indicate the percentage of leafspot in each trial. The lower the rating, the better the control.

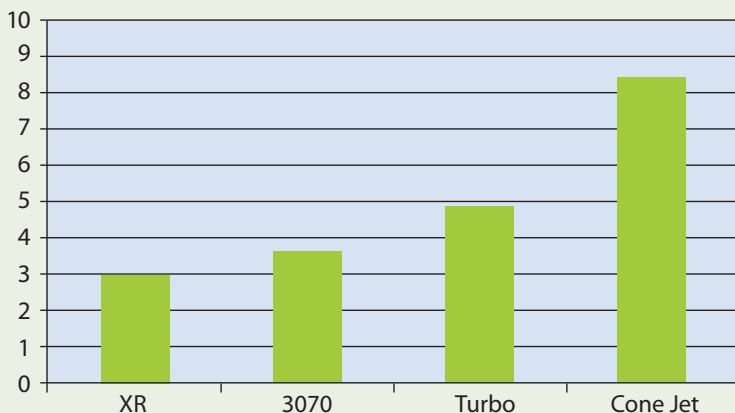
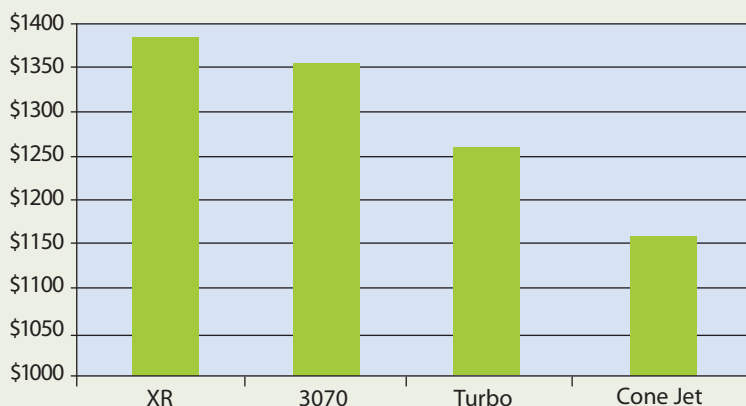


Figure 2 - Nozzle Impact on Return

Here is a look at how each tested nozzle impacted dollars per acre. As you can see when compared to Figure 1, nozzles with lower leafspot ratings resulted in the highest returns.



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STUDY RESULTS:

Uniform Beet Seed Spacing and Emergence Leads to Increased Yields

By Michael Houghtaling, Precision Ag Consultant

Because seedling emergence uniformity has been shown to be an important driver of yield in field crops such as corn, we wanted to see if the same ideas hold true for sugarbeets.

Uniform plant emergence is important to final yield because seedlings that emerge later than their neighbors are out-competed for light, nutrients and water. Seed quality, weather and soil conditions, tillage, planting equipment and other cultural practices all play important roles in uniformity, or lack thereof. How significant is the impact on yield? Are there things we can do to improve uniformity? Are the planting technology tools actually increasing uniformity as advertised?

Through a partnership with 15 Michigan Sugar Company growers, we scouted fields daily for emergence. We selected growers who had a variety of different planter downforce controls systems so we could see if that had any effect. Plot locations selected had similar soil types and planting dates.

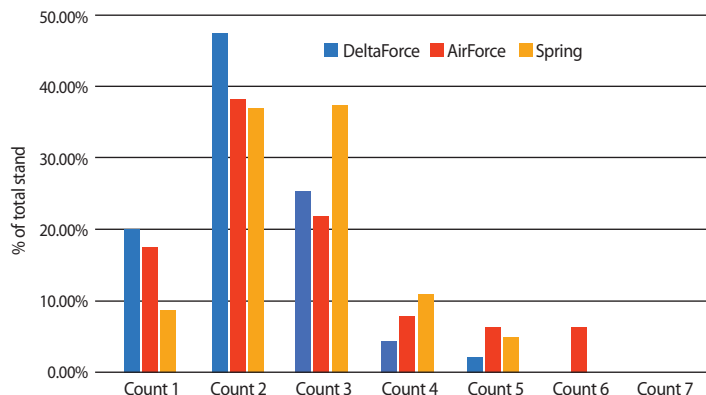
When plants began to emerge, we placed colored flags next to each plant. Field plots were visited regularly and a different colored flag was used for each count. Since emergence happens slowly, and sometimes lasts more than two weeks, we flagged every three days for three weeks. After 100-percent emergence we used a "pogo stick" to collect detailed plant stand and spacing information. The pogo stick is a digital tape measure that interfaces with an iPad to collect information on spacing, singulation and emergence date. Most plots had active emergence lasting through the fourth count. We stopped counting after the sixth round, and any unflagged beets that appeared at harvest were lumped into a seventh count.

Plots were harvested beginning in late September. Plot size comprised two 100-foot-long rows in a randomly selected spot in the field. Every beet in the row was hand dug, topped and weighed. Beet weights were coded in our spreadsheet to indicate the day of emergence and spacing. Beets that were missing due to disease also were noted. No sugar samples were taken.

The results confirmed our theory: uniform plant emergence is extremely important for optimum yields. The later a seedling emerges, the more it will struggle to compete, which leads to significantly reduced final beet weight. The data shows that planter downforce systems have some influence on uniform emergence.

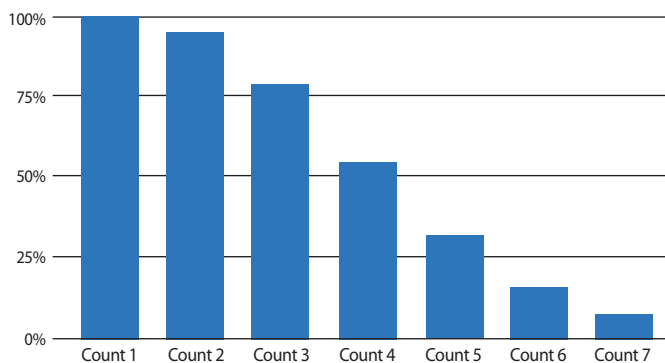
Figure 1 shows how emergence progressed through the three weeks of counting. We can easily see that DeltaForce-equipped planters had stand established faster. The average in the plot is 68 percent of final stand established at count 2, compared to 45 percent for the AirForce- and spring-equipped planters. This 23-percent difference is important to note because these earlier emerging beets also have a higher final weight, as we can see in Figure 2.

Figure 1 - Stand Establishment



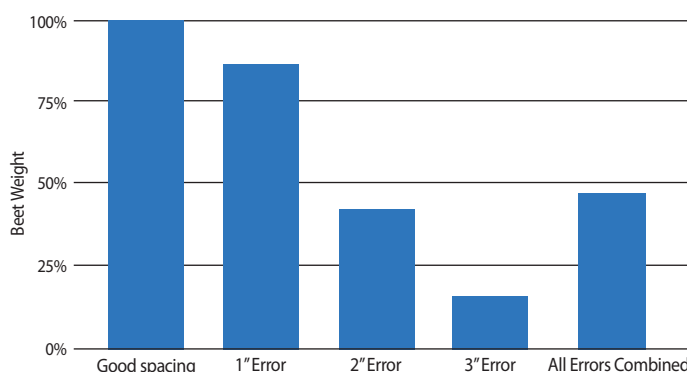
Stand establishment with different planter downforce controls at different counting times.

Figure 2 - Beet Weight



When more beets emerged earlier, the average weight per beet increased at harvest.

Figure 3 - Spacing Error Effect



Average beet weight increased at harvest with more uniform beet stands.



ABOVE & RIGHT Through a partnership with 15 Michigan Sugar Company growers, we scouted fields daily for emergence. When plants began to emerge, we placed colored flags next to each plant. Field plots were visited regularly and a different colored flag was used for each count.

Imagine a final stand of 45,000 beets: the 23 percent would be about 10,000 beets. The data shows earlier emerging beets will weigh 16 percent more. If we use our whole plot average of 1.3-pounds per beet, and add 16 percent of weight (.2 pounds) to these 10,000 beets, we would achieve a yield increase of 1 ton per acre. It also is important to recognize this is only considering the shift in stand establishment during counts 1 and 2. There is more yield to be captured by reducing the stand emerging at counts 4 through 6, since these beets are sometimes “unharvestable” and almost always difficult to top.

Figure 2 shows how harvest beet weight is affected by late emergence. This is an almost universal truth; final beet weight decreases every day emergence is delayed. Any beet seedlings not emerged by count 3 would result in a significantly smaller, lighter beet at harvest. A beet at count 3 would be roughly 20 percent lighter than a beet at count 2. Beets emerging at count 5 or later failed to make a harvestable beet. These beets don’t contribute to final yield because we can’t get them to the pile, but they also steal some water and nutrients through the season which, potentially, further reduces yield. In order to maximize production, we need as many beets emerged on or before count 2 as possible.

Figure 3 shows how misplaced seeds impacted yield. Misplaced seeds are not skips or doubles, they are seeds that landed in the wrong location. Two seeds right next to each other often will result in two beets that fall through the harvester. This is precisely what we saw. Ignoring any day of emergence bias, we see that the more severe the spacing error, the larger the impact. When we combine all of the errors, we see that those beets would weigh 52 percent less than the average at harvest. We did not tally it, but I estimate the line where beets become “unharvestable” is about 25 percent. These beets will fall through the harvester and not contribute to final yield, so their contribution is zero. DeltaForce-equipped planters had 3.5 percent fewer misplaced seeds. A 30-ton crop with 45,000 final harvest stand would have beets weighing 1.33 pounds on average. If we have 3.5 percent more harvestable beets, that would be 1,575 more beets in the truck, and 2,095 more pounds per acre.

Uniform spacing and emergence leads to higher final beet weights. Final stand and beet weight are the drivers of yield. Incremental improvements in emergence uniformity can easily add 1 ton per acre. Reducing spacing errors can add another 1 ton per acre. Planting technology such as DeltaForce can give us a slight edge in helping make these improvements. Uniformity leads to higher beet weights, less harvest loss and ultimately higher yield potential. It takes a lot of focus, patience and attention to detail to make these improvements, but they can pay back very large dividends. ■



Michael Houghtaling is a grower-owner and precision ag consultant. Michael owns P&C Ag Solutions where he works with farmers to implement hardware that bridges the gap between agronomy, data and technology. He has passion for making farming easier, more profitable and more enjoyable. mike@pcagsolutions.com



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Bringing Her 'People Values' to the

Meet new Michigan Sugar Company Director Teresa M. Crook

By Rob Clark, Director of Communications and Community Relations

BLUMFIELD TOWNSHIP – Teresa M. Crook's email signature line grabs your attention.

It has two quotes. The first is "carpé diem," or "seize the day," as taken from the Roman poet Horace's "Odes."

The second contains these words from American lawyer Louis Nizer, who lived from 1902 to 1994: "True religion is the life we lead, not the creed we profess."

Ask about that one and you'll quickly learn about the heart and soul of the woman who lives in Blumfield Township and goes by her nickname "Tre." She calls them her "People Values," a set of 10 non-negotiable standards for living she crafted shortly after the turn of the millennium.

- Never compromise high moral standards (integrity of character counts).
- Strive for excellence, not perfection.
- Always be openly honest.
- Treat people fairly and with respect (if not respect, be polite).
- Lead by example; actions speak louder than words; you alone are responsible for your own actions.
- Make the "right" ethical decision (society will not make it easy).
- Give credit where credit is due (praise publicly).
- Have patience, understanding and compassion.
- Make (and take) time for the IMPORTANT things in life.
- Appreciate (and have) a sense of humor. Smile!

"These are my morals, my ethics," she says. "You have standards and you keep them there. Whatever you choose to do, you have standards and you live by them."

Tre became the first woman elected to serve on the Michigan Sugar Company's Board of Directors during the cooperative's Annual Meeting held Jan. 10 at Saginaw Valley State University. She fills a position previously held by Charlie Bauer, who chose not to seek re-election and retired from the board as Vice Chairman.

"I'm very humbled to have that type of support," said Tre, reflecting on her election. "I look forward to representing my constituents. It's an honor and a privilege to do so."

'YOU LIVE THE BEET CROP'

Tre grew up in Southwestern Illinois in the small town of Waterloo, east of the Mississippi River and south of St. Louis. As a teenager at Gibault High School, she played soccer — on the boy's team — ran track and played competitive softball in the summers.

She went on to earn her bachelor's degree in agricultural economics from the University of Illinois in 1985 and her master's degree in weed science from Michigan State University in 1989.

Her first job was working as an agricultural agent in Barry County for Michigan State University Extension. Shortly thereafter, in 1990, Tre was hired as a research agronomist by Michigan Sugar Company. She worked out of Carrollton and oversaw the Michigan Agricultural Research Lab.

"I covered the entire growing area," she said. "I might be in Gratiot (County) one day, Ontario the next and down in Ohio the day after that. We still grew beets in Ohio at that time."

Tre says the chance to work with sugarbeets was a contributing factor to her staying in Michigan.

"Sugarbeets are so unique because they are sensitive to herbicides remaining in the soil," she said. "You have to know about the other rotation crops and their impact on sugarbeets."

And, over the years, her philosophy about working with sugarbeets hasn't changed much at all.

"My philosophy is simple: to know the crop you have to be in the field," she said. "You have to dig it up and get dirty. On a physiological basis, the more you know about the plants, the more you can do to manipulate them to your advantage."

"You live the beet crop."

THE FAMILY FARM

Also in 1990, Tre married Eric J. Frahm and the couple started Golden Elm Dairy with 30 head of cattle. The operation has grown over the years, but still is considered a small dairy with 165 head of cattle.

Tre says because they are small, they have to be better than the competition. The dairy's summarized mission statement echoes that sentiment: "I believe in contributing to society



Teresa M. Crook stands in the livestock barn at Golden Elm Dairy in Blumfield Township.

Board

through volunteerism, as well as economically producing products of superior quality in an environmentally friendly manner, thereby positively promoting agriculture."

Tre and Eric have three children – Timothy (TJ), 24; Bryce, 23; and Lance, 21. All three are MSU graduates. The couple lives on Frahm Road, north of Frankenmuth, in a house purchased by Eric's grandparents, Elmer and Frances Frahm, and lived in by Eric's parents Ralph and Marilyn Frahm.

Commercial sugarbeet production on the farm began in the mid-1990s. Today, the couple grows about 50 acres for Michigan Sugar Company, along with corn and alfalfa for cattle feed. Altogether, the farm includes about 250 acres of land in Saginaw and Tuscola counties.

As Tre explains it, Eric oversees the dairy and she oversees the sugarbeets.

"Our sugarbeet goal each year is to produce at least 10,000 pounds of recoverable white sugar per acre, which we have attained in six of the last seven years," Tre said.

Tre continued with Michigan Sugar Company until 2003, at which time she took a job as an agronomist for Three Rivers-based Walther Farms, a potato production company that has been supplying chipping potatoes to processors for more than 40 years.

Then, in 2005, she went to work as a loan officer for GreenStone Farm Credit Services in Saginaw. Today, she works as a credit analyst in the company's Bay City location. You can find her People Values hanging on the wall of her office.

GIVING BACK

Throughout her adult life, Tre has believed deeply in giving back to her community, especially in ways benefiting young people.

"Youth are our future," she says. "My volunteerism aims to cultivate and grow these young people. I want to positively influence them."

Her contributions include serving as Treasurer for the Saginaw Valley Agricultural Association Inc.,



ABOVE Teresa M. Crook and Eric J. Frahm with their three boys, from left, Bryce, 23; Lance, 21; and Timothy (TJ), 24. **RIGHT** Tre poses for a photo in her office at GreenStone Farm Credit Services in Bay City.

the fundraising arm of the Saginaw County Fair. She has clerked the Junior Market Livestock Auction since 2005 and served on the Budget and By-law committees. In 2018, she was named the organization's Volunteer of the Year.

Tre also served as Treasurer for the Frankenmuth Area Patriots 4-H Club and was a member of the Board of Directors for the American Youth Soccer Organization in Frankenmuth, where she also was a long-time soccer coach.

In addition, Tre served on the Saginaw County Board of Directors for Michigan Farm Bureau. She has been part of the MFB Community Action Group AgVentures since 1991, served on the Natural and Environment Resources Advisory Committee and the State Policy Development Committee.

From 1997 to 2002, she also served on the Sugarbeet Advancement Committee for Michigan Sugar Company.

While her record of service is impressive, Tre is quick to also point out her husband's volunteerism, which includes serving as Treasurer of the Michigan Milk Producers Association, on the Board



of Directors for the United Dairy Industry of Michigan and as Cattle Superintendent at the Saginaw County Fair for the past decade. He also is a past director on the Saginaw County Fair Board and serves as a Blumfield Township Trustee.

Tre said joining the Michigan Sugar Company Board of Directors brings a new level of commitment to her resume, but it's a journey she's excited to take.

"I have a lot to learn," she said. "But throughout my entire life, I have loved to learn. I still try to learn something new every day. I am looking forward to learning and contributing as a member of the board. ■"



Rob Clark is Director of Communications and Community Relations for Michigan Sugar Company. He is a 1995 graduate of Knox College and worked for 22 years as a journalist before joining Michigan Sugar Company in 2018. He and his wife Claire have four sons.



Family, History, Agriculture

Meet new Michigan Sugar Company Director Mark Sylvester

By Rob Clark, Director of Communications and Community Relations



Mark Sylvester stands next to one of Sylvester Farms' signature red and maroon trucks.

FAIRGROVE – If you're lucky enough to get a tour of Sylvester Farms, you'll find a place swelling with pride and a love for growing sugarbeets.

Located along Quanicassee Road outside the small Tuscola County village of Fairgrove, Sylvester Farms is a 3,000-acre operation fueled by three things: family, history and agriculture.

At least that's how it is described by Mark Sylvester, the fifth generation of his family to farm in Michigan and one of Michigan Sugar Company's newest Directors, elected to serve the cooperative during the company's Annual Meeting held Jan. 10 at Saginaw Valley State University.

"What do I love? Family and farming with my family," says Sylvester, who turned 39 years old in February and fills a board seat previously held by Kent Houghtaling, who retired from the board this year. "A lot of people don't understand what

a family business is; you have something to live up to and it's more than just a job, it's a lifestyle. It's a life. You don't care if you work overtime or all day. You do what you need to do and try to enjoy life along with it."

The sense of family is strong at Sylvester Farms.

The farm office itself is the restored home of Mark's grandparents Lyle and Doris Sylvester. Inside, the walls are covered with new and old aerial photos of the farm and in the conference room stands Lyle and Doris' S. Hoadley Plymouth grandfather clock.

"We couldn't take that out," Sylvester says.

Walk through the entryway toward the front door of the office and you'll pass an antique tractor seat featuring the name "Sylvester." Mark explains that his grandfather collected cast iron tractor seats and found this one, with his family's name on it, some years back (see photo above).



And that's when the real tour begins, winding its way into the heated shop building filled with John Deere implements, past the farm's fleet of signature red and maroon trucks, into the building where the Vervaet Beet Eater XL 25 sugarbeet harvester is stored, past the farm's impressive grain bins and into an old storage shed filled with Lyle Sylvester's old farming equipment and a portion of his antique tractor seat collection proudly displayed on the walls. The brilliant colors and custom cast iron fabrication make the place look more like an art gallery than a pole barn.

And that's where Mark Sylvester hits you with those three words as he smiles proudly at what his family has built: "Family, history and agriculture. That's what it's all about for us," he says.

THE FIFTH GENERATION

Mark Sylvester has been around farming his entire life.

A 1998 graduate of Akron-Fairgrove High School, he went on to earn his associate's degree in ag business management from Michigan State University in 2004. To this day, he remains a Spartan through and through. You know it the minute you approach the farm and see the green and white Spartan flag proudly flying just below two other flags that mean so much to the Sylvester family – those representing the state of Michigan and the United States of America.

Mark also has a couple MSU tattoos to go along with his newest body art — the initials "L" and "I" — inked onto his forearm as a constant reminder of the two things most precious in his life — his boys Lincoln, 5, and Ivan, 3.



They are the sixth generation of a farming tradition that started with Mark Sylvester's great-great-grandparents. His great-grandparents Roy and Carrie Sylvester were the second generation to farm in Michigan. Both sets of Mark's grandparents — Lyle and Doris Sylvester on his dad's side and Leonard and Beth Russell on his mom's side — farmed as well.

The current version of Sylvester Farms really took root in the 1970s and 1980s under the leadership of Mark's parents Rich and Nancy Sylvester, who expanded the operation. Today, with Mark and his wife Mandi, sister Rachel and her daughter Madison now heavily involved in the day-to-day operations, the farm has four non-family employees — Dennis, Rich, Blake and Tanner — and specializes in growing corn, soybeans, cucumbers, wheat and 700 acres of sugarbeets.

"I have more passion for sugarbeets than any of the other crops," says Mark Sylvester. "I love the challenge and it's been profitable. To me, it's interesting, it's different and it just has a great history."

A HISTORY OF SERVICE

The Sylvester family also has a deep history of service to the sugarbeet industry, starting with Lyle Sylvester, who served on the Board of Directors for Monitor Sugar Company from 1968 to 1987. Rich Sylvester followed in his father's footsteps, serving on the Monitor board from

1987 to 2004, including a stint as Vice Chairman, before serving on the Board of Directors for Michigan Sugar Company from 2004 to 2011.

In 2010, Mark Sylvester was elected to Michigan Sugar Company's Central District Board of Directors and served as Treasurer for the past eight years. He's also been on the Sugarbeet Advancement Committee since 2011, serving as Treasurer for three years and as Chairman since 2017. The Central District Board has appointed Mark Jacoby to fill Mark's seat and Central District Director Ryan Kohl is assuming the role of treasurer as Mark moves on to the corporate board.

For Rich Sylvester, seeing his son rise to the corporate board brings him great pride.

"The most important part is he wants to follow the tradition of our family farm operation," says Rich Sylvester. "Being on the District Board first was great. To be on the corporate board is a whole other step — an important step. It gives me a good feeling to see that."

As for Mark Sylvester, he says being elected to represent Michigan Sugar Company's nearly 900 grower-owners is "truly an honor."

"If I can help continue this company to be prosperous and profitable and keep growers happy and communicate with them, that's what it's all about," he said. ■



TOP Mark Sylvester and his father Rich Sylvester hold Mark's boys Ivan, 3, and Lincoln, 5, while standing in front of the family's Vevaet Beet Eater XL 25 sugarbeet harvester.

ABOVE A portion of Lyle Sylvester's antique tractor seat collection proudly displayed on the walls one of the many buildings at Sylvester Farms.



Bill Zehnder outside the Bavarian Inn Restaurant in Frankenmuth.

Farm-to-table movement: 'We've been doing that for 50 years'

Meet new Michigan Sugar Company Outside Director William A. 'Bill' Zehnder

By Rob Clark, Director of Communications and Community Relations

FRANKENMUTH – Take a walk through the kitchen and bakery at the Bavarian Inn Restaurant in Frankenmuth and you'll soon discover you're on a bit of a tour of Michigan agriculture.

Cranberries from Cheboygan, potatoes from Posen, onions from Essexville, apples from Hillsdale, cherries from Traverse City, cabbage from Marne, garlic from Vassar, squash from Frankenmuth, honey from St. Charles, navy beans from the Saginaw Valley and, of course, sugar from Michigan Sugar Company in Bay City.

That's how it's been for decades, says William A. "Bill" Zehnder, President of the 1,200-seat restaurant that has more than 400 employees and serves 600,000 meals annually.

"The farm-to-table movement — we've been doing that for 50 years," he says matter-of-factly.

"We use more Michigan agriculture products here than anywhere in the world."

Zehnder is bringing his love for agriculture and a lifetime of business experience at his family's restaurant to the Michigan Sugar Company Board of Directors. He was elected to serve a two-year term as an Outside Director during the cooperative's Annual Meeting held Jan. 10 at Saginaw Valley State University. He replaces Ken Kousky, who served more than eight years on the board before reaching his term limit.

"I really like production agriculture," Zehnder says, noting a legacy of farming in his family's history. "Bavarian Inn has always been very ag-oriented and farming has always been part of the Zehnder family."

Zehnder says he began working at the Bavarian Inn — an establishment that dates back to 1888

when it was known as the Union House and later became Fischer's Hotel — as a child. He sorted silverware in the kitchen and developed a love for the business and culinary arts. Today, Bavarian Inn is known for its "World Famous Chicken Dinners" that come with all the sides one can imagine. Each year, the restaurant serves up nearly 720,000 pounds of chicken, which amounts to about 205,500 chickens.

Zehnder became President in 1980 and says he feels a special connection to Michigan Sugar Company because he sees families at the heart of both businesses.

"As a member of the Board of Directors, I believe I can share something on that," he says. "In my line of work, there are three hats: ownership, management and family. The relationships have different layers.

"When you manage a family business ... you have to be sure to manage the family."

Zehnder also believes his love for conservation will translate well to the Michigan Sugar Company Board of Directors.

"Michigan Sugar Company wants to be a sustainable organization and that is something I am very passionate about," said Zehnder, who has served on the Board of Trustees for the Michigan Chapter of The Nature Conservancy since 1990 and served on the National Board of Trustees for Pheasants Forever from 2002 to 2016. "I've seen beets harvested using a MAUS and I see no trucks in the field and as a result no mud on the roads and no runoff to the (Saginaw) bay. I think those are the types of ideas I can bring to the board."

AN EXTENSIVE RESUMÉ

If you read into Bill Zehnder's resumé a bit, you really get a sense of who he is and what's important to him in life: family, faith, community, conservation, education, history and business.

"Yup, that's me," he says, humbly.

He has walked the walk on all those avenues.

Aside from his duties at Bavarian Inn, Zehnder has served on the Board of Directors for Star of the West Milling Co. since 1983 and is a Managing Partner of Frankenmuth River Place. He served on the Board of Directors for Zehnder's Inc. from 1980 to 1986.

He is a member and Past Chairman of the Stevens Center for Family Business at Saginaw Valley State University, serves on the Advisory Board for the SVSU College of Business Management and sits on the Board of Fellows at SVSU. He was elected to the Frankenmuth School District Board of Education from 1996 to 2008 and served as Chairman of the Building Committee, overseeing a \$15 million public school building project.

In addition to his work with The Nature Conservancy and Pheasants Forever, Zehnder's conservation work includes membership on the Cass River Greenway Preservation Committee, serving as Chairman of the Cass River Water Trail Committee and membership in the Frankenmuth Conservation Club.

Zehnder's love for history is palpable. He asks if he can get his hands on any material charting the history of Michigan Sugar Company while handing over a 28-page booklet put together to note Bavarian Inn's 125th anniversary in 2013. It tells the story of his family's business with a focus on his parents, the late William "Tiny" Zehnder and Dorothy Zehnder, who at age 97 still comes to work at the restaurant just about every day.

"History is so important," he says.

A member of the Frankenmuth Historical Association and Historical Society of Michigan, Zehnder also was appointed to the Michigan Sesquicentennial Commission by then-Gov. James J. Blanchard and served as Chairman of that group from 1986 to 1988.

Zehnder's community service includes serving as a member of the Bike Frankenmuth Committee, the 11-11-11 Veterans Day Memorial Committee, a member and Past President of the Frankenmuth Rotary Club and a member and Past President of the Frankenmuth Chamber of Commerce. As a member of St. Lorenz Lutheran Church in Frankenmuth, he has served on a variety of committees since 1983.

Of course, above all else is family. Bill and his wife Karen, who oversees retail operations at Bavarian Inn, have four adult daughters — Amy (Mike) Grossi, who lives in Frankenmuth; Paula (Bill) Nevruz, who lives in Chicago; Katie (Joe) Weiss, who lives in Frankenmuth; and Jenny (Zach) Zells, who lives in Denver. Amy and Mike have two children — Sophia and Luke; Paula and Bill have four children — A.J., Molly, Brooke and Dotti; and Katie and Joe are expecting their first child in May.

THE FAMILY CREED

Bill says some time ago, his family established a creed. He mentions two specific parts of that creed: "We expect everyone to get an education and to go work somewhere else for a while," he said.

Zehnder says his family is filled with Michigan State University Spartans and he is proud that his four daughters all earned post-graduate degrees.

Zehnder himself earned his bachelor's degree in hotel/restaurant management from Michigan State University in 1971 and his master's degree in business administration from University of Michigan-Flint in 1991. He also served in the U.S. Army from 1971 to 1973.

As far as his creed in business goes, Zehnder's resumé says all you need to know: "The buck stops with Bill in management and operation of the Frankenmuth Bavarian Inn Restaurant."

But that doesn't mean he doesn't seek input from his family members and employees, who he calls by name as he walks about the restaurant. Each year, the management team is pulled together to discuss capital improvements.

"They come in and make their pitches and then they vote," he said. "Of course, the family has the ultimate say, but their input is very valuable to us."

"We have to upgrade and maintain our facility and our equipment just like Michigan Sugar Company," he says. "Our kitchens are a lot like Michigan Sugar's factories. You're slicing beets



Bill Zehnder with Pete and Betty Beet ... and a 50-pound bag of Pioneer Sugar.

and we're slicing cabbage. If something breaks, the whole process goes down."

'FOREVER MAKES PERFECT SENSE'

Bill says he is excited and honored to be part of the Michigan Sugar Company Board of Directors and draws one final parallel between his company and the cooperative: both have a history that dates back more than a century and both are in it for the long haul going forward.

"These are not day-to-day or year-to-year operations," he says with both a hint of nostalgia and plenty of foresight. "These businesses have been around a long time and we want to pass them down for generations to come."

And if you open to the first page of that 125th anniversary Bavarian Inn booklet, you quickly learn Bill Zehnder isn't blowing smoke. He's in it for the long haul. The text starts with a quote from Bill's father, Tiny: "This business shall continue forever," and follows with this:

"No matter how you measure it, forever is a long time. Especially when you're in business. External factors such as hard times and high water will often decide the success of a business, despite an owner's work ethic and best intentions. To think that a business will live forever can be short-sighted or at the very least naïve.

"Unless you are the Tiny Zehnder family. Then the impossible becomes possible.

"And forever makes perfect sense." ■



The Faces on the 2018 Annual Report

Ida and Ken Wadsworth have been farming together since 1952

By Rob Clark, Director of Communications and Community Relations

SANDUSKY – The year was 1952. The setting: the gymnasium at Deckerville High School in Sanilac County.

Students were getting ready for the annual prom and Ken Wadsworth was doing his best to blow up balloons. Also in the gym that day was a young lady named Ida Tanton.

"I was never much for blowing up balloons, but Ida, she could really blow up balloons," said Ken, speaking with perfect clarity and a hint of spunk — like that of a young man smitten by love for the first time — about that day more than 65 years ago.

The rest, as they say, is history.

Ken and Ida graduated and were married later that year.

"We got married in the fall of 1952 and I guess you can say we started farming the next day," said Ken. "She had a field of beans that her father had given her. Maybe that's why I married her.

"The next spring we had 8 acres of sugarbeets. They weren't very good the first year, so we planted 12 the next year. They were pretty good the next year."

Fast-forward nearly seven decades and the Wadsworths are still going strong at Wadsworth Farms, a 5,800-acre operation located about 4.5 miles north of Sandusky where corn, dry beans and about 1,800 acres of sugarbeets are grown.

"We're still having fun farming," said Ken. "You just keep doing it every day and when you're all done, you step back and say, 'That looks pretty good.'"

For all their years of service to Michigan agriculture, Ken and Ida were selected to grace the cover of this year's Michigan Sugar Company Annual Report. The cover photo features the couple standing in a field of sugarbeets looking toward a pink sunrise. Inside the front cover is a second photo of the couple smiling for the camera in that same field.

"Ken and Ida are symbolic of the theme of this year's Annual Report, 'Labor of Love,'" said Jim Ruhlman, Executive Vice President at Michigan Sugar Company. "When we picked that theme, they were the first people who came to mind. When I see how hard they work and where they came from and how invested they are, labor of love is the perfect way to describe them"

Ruhlman said the Wadsworths are a testament to the kind of people in the Michigan Sugar cooperative.

"Just real, genuine people who worked hard all their lives and are proud of it," he said. "They are modest visionaries, stable and strong and very wise. They have sincerely enjoyed building their lives together and they have passed on great values to their children."

Ken and Ida Wadsworth pose for a photo in one of their sugarbeet fields. This photo was used in Michigan Sugar Company's 2018 Annual Report.



Ken and Ida were blessed with six children—Sherry, Karen, Dan, Sally, Tom and Peggy. Sherry is deceased. Tom serves on the Michigan Sugar Company Board of Directors.

The son of Leon and Frida Wadsworth, Ken grew up in the small Sanilac County community of Forester and started farming when he was in grade school.

"Dad let me rent a little patch from the neighbors," he said. "We had dairy cows and I grew beans and wheat and tried peas, too. I started farming with horses. We didn't have tractors until after the war sometime."

The daughter of Wesley and Dorothy Tanton, Ida also grew up on a farm, located northeast of Deckerville. Ida's father bought his first farmland—about 80 acres—when she was in third grade.

"We had a few dairy cattle and we grew beans and corn and wheat," said Ida.

They discovered sugarbeets after getting married.

"Our neighbor across the fence grew beets," said Ken. "It was kind of fun; something different. We harvested with a one-row beet harvester that we

steered with a lever on the side. My neighbor had a homemade elevator so I hired him to haul my beets.

"The next year, he didn't have time, so he said 'I'll sell you my feed loader for \$50! From then on, we grew for Michigan Sugar and hauled our beets to Crosswell."

"I've trucked beets ever since 1953," Ida says proudly. "Have I been delivering this year? Oh, you bet!"

Ken and Ida Wadsworth have seen many changes in farming over the years.

"Farming gives us something to do," says Ken. "It's interesting. It's changed some since we started. My first tractor was a hand-start John Deere. I should have maybe bought a better tractor, but it was better than horses."

Even with all the changes, as they look back, one simple word comes to mind: fun.

That's the best way to sum up our careers," says Ken. "We just had fun.

"We're still having fun." ■



The front cover of the 2018 Michigan Sugar Company Annual Report features the Wadsworths and their beloved farm.

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How We Communicate

By Rob Clark, Director of Communications and Community Relations

With nearly 900 shareholders; 930 year-round and 1,100 seasonal employees; countless customers, industry representatives and lawmakers; and the general public constantly seeking information, it is paramount for Michigan Sugar Company to maintain a variety of communication outlets.

Whether it is through in-person meetings, newsletters, publications, our company website or social media platforms, we work diligently to keep our grower-owners, employees and industry partners up to date, well-informed and educated about our company and industry.

LET'S MORE CLOSELY EXAMINE SOME OF THE WAYS WE COMMUNICATE:

Michigan Sugar Company Annual Meeting – Each January, Michigan Sugar Company conducts an annual meeting that is open to all shareholders. This coincides with the publication of an Annual Report that is mailed out to all shareholders.

Agronomy Meetings – In February, Michigan Sugar Company's agriculture staff hosts six meetings focused on agronomy. These two-hour sessions for shareholders coincide with the release of an annual Research Results Book and our annual Growers' Guide.

Tool Shed Meetings – Each year, Michigan Sugar Company hosts Tool Shed Meetings, which give shareholders the opportunity to gather and ask questions of company leaders in an informal setting. Typically, seven meetings are held in the spring (two in each district and one in Ontario) and three are held in late summer (one in each district).

Agronomy Clinics – The past two years, Michigan Sugar Company has hosted four to six spray clinics and the agriculture staff continues to examine trends in an effort to plan appropriate agronomy clinics in the future.

Piling Ground Open Houses – In 2018, Michigan Sugar Company hosted open houses at our piling grounds in Albee, Au Gres, Blumfield, Breckenridge, Deckerville, Hope, Meade, Ruth, Sandusky and Ruth, as well as the piling grounds at our factories in Bay City, Caro, Croswell and Sebawaing. These meetings allowed growers to meet the ag staff responsible for their piling ground, as well as see improvements made to piling equipment during the past inter-campaign.

Seed Week Meetings – Want to know more about sugarbeet seed varieties? Each year, our agriculture department hosts five Seed Week meetings for grower-owners. At the same time, shareholders are mailed the annual Variety Trial Results Book. These meetings and the results book provide growers unbiased seed trial results. This is a must-attend meeting for growers to get the most accurate and up-to-date information on seed varieties.

District Annual Meetings – In December each year, company leaders gather for the East District, West District and Central District annual meetings. These meetings are open to all shareholders. This past year, they included panels of company leaders answering questions from those in attendance.

The Newsbeet Magazine – Michigan Sugar Company publishes *The Newsbeet* magazine two times each year. The articles focus on a variety of topics, including agronomy and research, government relations, community initiatives and our grower-owners and directors.

Sugar Scoop – The Sugar Scoop comes from the desk of Michigan Sugar Company President and CEO Mark Flegenheimer. It is sent via email to all shareholders and employees following monthly meetings of the Michigan Sugar Company Board of Directors. It provides important updates in a quick-hit format.

Growing Better, Together – This is the monthly digital newsletter from Michigan Sugar Company's agriculture department. It is emailed to all shareholders and provides important updates on research and agronomy.

Michigan Sugar Company Website – Our company website, www.michigansugar.com, features both a public and private section. The public side includes a "Latest News" section populated with press releases that also are sent out to members of the media across the state. It also features information about our history, products, factory tours, scholarships and job opportunities. The private side, accessible by shareholders, features agriculture and harvest updates, a weekly production round-up and a calendar of events. Growers also can access their individual crop data, find important cooperative documents and access a directory listing members of the Board of Directors, District Boards and various committees.

Michigan Sugar Company App – Did you know: Michigan Sugar Company has its own app that shareholders can use to access their member accounts? You can find it in the App Store and add it to your smart phone or tablet.

Social Media – Michigan Sugar Company maintains an active Facebook page with more than 6,500 followers. The goings-on of the company are posted daily. We also have a Pioneer Sugar Facebook page with more than 3,000 followers and we maintain Twitter and LinkedIn accounts.

In addition, company officials regularly interact with grower-owners and the public through Young Farmer, Youth Project and community events, as well as through numerous strategic partnerships at both the local and state levels.

"With the number of shareholders, employees and partners we have, it is vital for us to communicate in different spaces," said Flegenheimer. "We have a lot of information to share and we are always trying to utilize all the avenues possible." ■



A panel of Michigan Sugar Company leaders answers questions at the Central District Annual Meeting.



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Heading South to the Land of Sugarbeets

Trip to Chile offers a look at some unique operations

By Mark Flegenheimer, President and Chief Executive Officer

Did you know, only one country south of the equator produces sugar from beets?

It's Chile.

This past August, a team from Michigan Sugar Company's management group ventured south to visit with the executives of IANSA, the company that operates the sugarbeet factories in the South American country. This was a great opportunity to exchange ideas, benchmark best practices and see, firsthand, some unique equipment in operation.

The sugarbeet industry in Chile is located in the very fertile Central Valley Region. Yields average an impressive 48 tons per acre on fully irrigated fields and the crop is harvested on a regimented daily schedule during a 150-day campaign. The Central Valley has numerous high value fruit and vegetable crops grown in its rich soils and is the center of the flourishing wine industry in the country.

At its peak, some 20 years ago, Chile had five beet factories in operation and produced more than 8 million cwt. of sugar annually. In August, three of those five facilities were slicing beets, but after the 2018 campaign ended in early September IANSA closed another factory leaving just two factories south of the equator. This precipitous downfall in beet sugar production is

directly tied to a lack of a domestic sugar program. Chilean government officials are staunch "free traders" and do not believe any industry should be protected, even from unfair trade practices. The long-term survival of the Chilean sugarbeet industry is in jeopardy if they must continue to compete with an onslaught of cheap, subsidized world-priced sugar imports. What has happened to the sugarbeet industry in Chile over the last couple of decades is a compelling case study why the United States needs a strong domestic sugar policy.

The Chilean factories were all built in the 1950s and 1960s, which is relatively "new" by United States standards. They are very well maintained and utilize state-of-the-art automation technology in the factories and on the farms. In order to know exactly when each field is planted and harvested, growers are required to install GPS technology that the company monitors. During harvest, IANSA has a "command center" where officials manage, in real time, what fields are to be harvested and how many tons need to be delivered. GPS tracking of harvesters and trucks allows IANSA to make sure growers are in compliance with all harvest protocols (harvest speeds, field locations, etc.) in order to maximize efficiencies and minimize losses and wait times.

At IANSA's Rubanco factory, located outside of the town of Chillán some 250 miles south of Santiago, a "dry" beet handling system was recently installed. This system replaces flumes and beet pumps with conveyor belts and is very similar to the installation that is scheduled to begin this summer in Croswell. The management team at the Rubanco factory was very pleased with the performance of the new equipment and reported that the conveyors were much gentler on the beets. This greatly reduced the amount of chips and broken beets entering the factory, and in turn has reduced weight shrink and increased extraction.

With an inter-campaign of more than 200 days per year and no restrictions on the importation of raw sugar, IANSA installed additional equipment in the Rubanco factory to process raw sugar, increase production and more fully utilize assets. This "mini" cane sugar refinery runs 50 to 120 days per year and allows IANSA to increase revenues and profitability.

Building relationships and comparing best practices with sugarbeet companies around the world is critically important to developing world-class operations. This trip south of the equator brought to light many opportunities for continued improvement. ■



Rubanco factory centrifugal station.



Decolorization columns installed for processing of raw sugar.



Michigan Sugar Company's representatives in Chile, from left, are Pedro Figueroa, Mark Flegenheimer and Chris Schanbeck.



ABOVE Field-piled beets with the Andes mountain range in the background.



ABOVE
The Rubanco factory's elevated beet washer, stone catcher and weed separator.



RIGHT Individual field harvest is monitored in the Rubanco factory's central command center.



LEFT Dry beet conveying system.

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GROWER RECOGNITION

How Are High Sugar Winners Determined?

Recognizing high sugar producers in our three main districts has been a practice of Michigan Sugar Company many years — and speaks to the goal of high quality crops and production. The recognition is based on recoverable white sugar per ton (RWST) and determined by test sampling when harvested sugarbeets are delivered to a factory or one of many corporate piling grounds.

Grower-Owners Receive High Sugar Awards

Bushey Farms Wins in the Central District

By Jeff Elston, Michigan Sugar Company Field Consultant

CASEVILLE – The 2018 Central District High Sugar Award was earned by TL Bushey LLC, a family farm based in Caseville.

TL Bushey is the Chief Financial Officer for Gemini Group, a plastics and metal engineering firm headquartered in Bad Axe. After work and on weekends, he helps out on the farm, which is managed by his brother Mike and son Jed. Mike operates the harvester, planter and sprayer for the farm and Jed has taken over the family's tiling operation from his grandfather, Louis, who still likes to run heavy machinery around the farm. Jed's wife Rebecca runs the Maus during harvest and takes care of accounting, while Mike's wife Rachelle is the farm's main stone picker and parts runner. TL's son, Jake, and Mike's son, Lance, both help out when they can after school and on breaks.

The Busheys grow a crop rotation of sugarbeets, dry beans, corn silage, wheat and hay. Each farm they own has an average tile spacing of 25 feet. They utilize a conventional tillage system with a DMI ripper and spread a cover crop on their sugarbeets – usually rye or wheat with some radish. TL spreads local dairy manure of 12,000 gallons per acre and will side dress, if needed, after soil testing. The sugarbeets are planted with a 32-row planter in 22-inch rows. Using the planter, they put on 4 gallons of 10-34-0, 4 gallons of Thiosol, 12 gallons of 28 percent, 1 quart of Manganese and 1 pint of Boron. Roundup is used to kill the cover crop and small weeds after the beets emerge. The field with the top producing beets was planted with variety HMI 9616, which produced recoverable white sugar per ton (RWST) of 302.92.

This past year during harvest they delivered their beets to Sebewaing from midnight to noon. The Busheys used a ROPA harvester and dug their beets along with the Kretschmer brothers. Most of their fields are near Caseville, Pinnebog and Elkton and about 80 percent can either be road loaded or are on a windmill lane. The family started growing sugarbeets in 1994 and previously won the High Sugar Award in 2011.

Not only are the Busheys active on the farm, they also are heavily involved in the community. Mike is a member of the Chandler Township Board of Trustees and Louis's wife Yvonne was on the EPBP Laker Schools Board of Education for many years. The family also is part of the Huron Community Fair and the Laker FFA program. Three generations are involved in this family operation that continues to thrive and grow.

Congratulations to TL Bushey LLC on a job well done. ■

continued on page 32



TL Bushey, left, and Central District Board Member Mike Richmond.

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GROWER RECOGNITION

High Sugar Producer Awards, continued from page 30



Jeff Dreher of Dreher Farms Inc.

Dreher Farms is the Big Winner in the East District

By Kevin Messing, Michigan Sugar Company Field Consultant

MINDEN CITY – The 2018 East District High Sugar Award winner is Jeff Dreher of Dreher Farms Inc. of Minden City. Jeff took over his Delaware Township family farm from his father Matt Sr. in 2009 to continue the more than 100-year family tradition. While Jeff is now the sole operator, his father and brother, Matt Jr., help during the busy season. Dreher Farms operates on about 700 acres and produces hay, certified seed wheat, certified dry bean seed and seed oats, in addition to their sugarbeet crop.

Dreher Farms' winning sugarbeet field was a 23-acre plot planted on May 11. Jeff planted ACH G333NT with his 16-row, 22-inch planter. This same field in 2017 held a wheat crop, so Jeff chisel plowed and leveled the field in the fall and spring to achieve optimal conditions. He also applied a broadcast application of fertilizer in addition to a 2x2 application with the planter in the spring. A final side dress application of nitrogen was applied in June. Jeff did not use Quadris with the planter, but he did band spray twice, once at the 2-4 leaf stage and again at the 6-8 leaf stage.

Jeff used a six-spray leafspot program that was custom applied by the Cooperative Elevator Company in early July to ward off disease. The spray program featured a rotation of chemistry, including Tins, Triazoles and Strobilurins. Every application was tank mixed with an EBDC and MasterLock was used as an adjuvant. The farm had no issues with leafspot after these efforts.

On Nov. 5, Jeff was able to harvest half of his winning field using his 8-row Red River Lifter, but was stopped by rain. Nov. 8 granted him dry weather where he continued to harvest the other half and then field piled using a ROPA Tiger. A few days later, he loaded using a MAUS. The winning field had recoverable white sugar per ton (RWST) of 291.05, comprised of 19 percent sugar content and 96.820 Clear Juice Purity.

When asked what allowed for such high sugar content, Jeff said his patience in the spring granted good emergence. He added that his distance from Lake Huron, paired with his custom leafspot program, kept the disease at bay. In past years, Jeff felt that his fields suffered from poor drainage, but the process he established this year allowed the beets to keep growing through the drought that impacted much of his growing area.

Michigan Sugar Company congratulates Dreher Farms on a job well done. ■



The Crumbaugh family, Kyle, Logan, Clay, Christine and Lily the dog.

Crumbaugh Family Wins in the West District

By David Bailey, Michigan Sugar Company Field Consultant

ST. LOUIS – The 2018 West District High Sugar Award went to Clay, Christine, Kyle and Logan Crumbaugh, who operate Crumbaugh Legacy Inc. on land in Gratiot County, with headquarters near St. Louis.

The Crumbaugh farm is made up of 3,500 acres of sugarbeets, corn, soybeans and wheat. The winning field – approximately 24 acres in the Breckenridge area, saw recoverable white sugar per ton (RWST) of 282.34 and yielded 36.7 tons per acre with sugar content in the beets hitting 18.834 percent.

The sugarbeets were planted on March 26 on well-tiled, fall-chiseled corn stalks in a field that had not been planted to beets for at least 10 years. Additionally, manure was applied two years before this planting.

The Crumbaughs used CG675 at 55,000 population and even though the temperatures were very cold, they saw emergence within 11 days. In-furrow Quadris was applied at planting and a broadcast application was applied

2018 TOP 10 HIGH SUGAR PRODUCERS BY DISTRICT

EAST DISTRICT	
NAME	RWST
Dreher Farms Inc.	291.05
Holdwick Acres LLC	288.50
Roggenbuck, Gary M.	285.75
Holdwick Acres LLC	284.89
Clancy, Jason T.	280.91
G 6 Farms LLC	280.57
Volmering, Richard	279.38
Gentner - Bischer Farms LLC	278.94
Clancy, Jason T.	278.85
G 6 Farms LLC	278.81

CENTRAL DISTRICT	
NAME	RWST
TL Bushey LLC	302.92
TL Bushey LLC	293.38
Jon-Bird Farms Inc.	287.72
Herford Brothers	277.80
Kretzschmer Brothers	277.66
Atwater Farms Inc.	277.45
Sneller, Darwin Dean	276.24
Jon-Bird Farms Inc.	276.18
Geraldine A Koth Revocable Living Trust	275.57
Bushey, Louis T.	275.04

WEST DISTRICT	
NAME	RWST
Crumbaugh Legacy Inc.	282.34
Pincik, Jordan	280.18
Pincik, Brian	278.35
Reinbold, Kenneth	273.89
Schindler Farms LLC	272.65
Helmreich Farms Inc.	272.50
Mike Mulders Farms LLC	271.51
JMH Farms Inc.	271.26
Haubenstricker Farms LLC	271.07
Haubenstricker, Kevin	270.45

on May 29 for Rhizoctonia control. The Crumbaughs also were successful in managing for Cercospora using the following steps:

1. Koveral (EBDC) and Cuprofix (Copper).
2. Inspire and Manzate (EBDC).
3. Manzate and Super Tin.
4. Enable and Manzate.
5. Super Tin and Manzate.
6. Topguard and Manzate.

Not only did the Crumbaughs have great success in managing for Cercospora, they also had a great weed control method for managing Marestalk. Their process consisted of applying Stinger with PowerMax on each weed control application. They also included two applications of Mustang Max to keep the crop health at a maximum, while allowing it to be pest free. When scouting this field, it was difficult to see any damaged beets from disease.

This winning contract was harvested on Nov. 7 and was delivered to the Breckenridge piling ground. Once again it proves that planting as soon as the ground is ready pays a big reward.

Congratulations to Crumbaugh Legacy, Inc. ■

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Youth Project Continues to Fuel Future Generations of Sugarbeet Growers

By Elizabeth Taylor, Ag Relations & Communications Manager

The Youth Sugarbeet Project is a great program for future generations to learn more about sugarbeets and the agriculture industry while developing skills, meeting new people and having fun. In the end, they also are recognized and awarded for their accomplishments. The program is open to young people in grades 3-12 who live in Michigan Sugar Company's growing region. Students can sign up for this year's project through May 1. Registration forms are available online at michigansugar.com under the "Community" and "Youth Sugarbeet Project" tabs.

Last year, the Youth Sugarbeet Project had 125 participants who were required to complete an Ag Report, test and interview; attend and participate in Youth Field Day; and enter sugarbeets or a poster in the county fair or take part in a scavenger hunt.

The 2018 Youth Sugarbeet Project Trip was held June 28 in Mackinaw City and on Mackinac Island. More than 60 kids attended and the day was spent exploring the city and island. Highlights included zip lining at the Mill Creek Discovery Park, visiting the Old Mackinac Point Lighthouse, taking a ferry ride under the Mighty Mac and to the island and exploring Fort Mackinac.

The annual Field Day took place July 12 at the Saginaw Valley Research and Extension Center near Frankenmuth with more than 100 kids, organized by age group, taking part. Learning stations included Kids in the Kitchen, a NIRS demonstration, team building exercises and games, a session on weeds, and a Michigan agriculture session.

Michigan Sugar Company would like to send a big thank you to ACH Seeds for sponsoring the Youth Project with a \$2,500 sponsorship and for providing all of the Field Day participants with a free T-shirt. Also, a big thank you goes to Betaseed for its \$2,500 sponsorship and the great ice cream dessert at Field Day. We also want to thank Mike Richmond and Richmond Bros. for bussing kids to and from Field Day.

The Youth Project Award banquets were held in January in the various districts to reward participants for their hard work. Participation in Field Day and local fairs, as well as scoring on testing, interviews and the Ag Report, determined the winners from each area. In Group A (grades 3-5), the participant with the most points earned the Premier Award. In Groups B (grades 6-8) and C (grades 9-12), the top 20 percent were awarded High Honors while the participant with the most points was awarded the Prestige Award. All participants received some great gifts for participation, with the Premier, Prestige and High Honor winners receiving additional special prizes.

We thank all of the students who participated in this past year's program, as well as their parents who encourage them to learn more about the importance of our industry. ■



ABOVE, CLOCKWISE FROM TOP RIGHT Adam Weber; Daniel Hudeck; Addy Battel & Brent Volmering; Ashlyn Meyer; Katie, Kendra & Kenton Ratajczak; Zaden & Emma Guza; Michael & Gabriella Walsh; Nathan Flanagan



Elizabeth Taylor is the Ag Relations & Communications Manager at Michigan Sugar Company. She joined the company in 2016, and works closely with the Agronomy Department to create and share meaningful information with its growers.

2018 Youth Project Winners

EAST DISTRICT

Grades 3-5

Premier Award

Gabriella Walsh, daughter of Brad and Debora Walsh

Michael Walsh, son of Brad and Debora Walsh

Grades 6-8

Prestige Award

Nathan Flanagan, son of Neil and Jessica Flanagan

Grades 9-12

Prestige Award

Brent Volmering, son of Doug and Sarah Volmering

Adam Weber, son of Randy and Angie Weber

CENTRAL DISTRICT

Grades 3-5

Premier Award

Zaden Guza, son of Corey and Elisha Guza

Grades 6-8

Prestige Award

Emma Guza, daughter of Corey and Elisha Guza

Grades 9-12

Prestige Award

Addy Battel, daughter of Bob and Sue Battel

WEST DISTRICT

Grades 3-5

Premier Award

Daniel Hudeck, son of Peter and Sarah Hudeck

Kenton Ratajczak, son of Chris and Karla Ratajczak

Grades 6-8

Prestige Award

Kendra Ratajczak, daughter of Chris and Karla Ratajczak

Grades 9-12

Prestige Award

Ashlyn Meyer, daughter of Ronald and Shannon Meyer



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New Year, New Website at Sugar.org

By Chris Hogan, Vice President of Communications, The Sugar Association

WASHINGTON, D.C. – How do you help share the remarkable story of sugar?

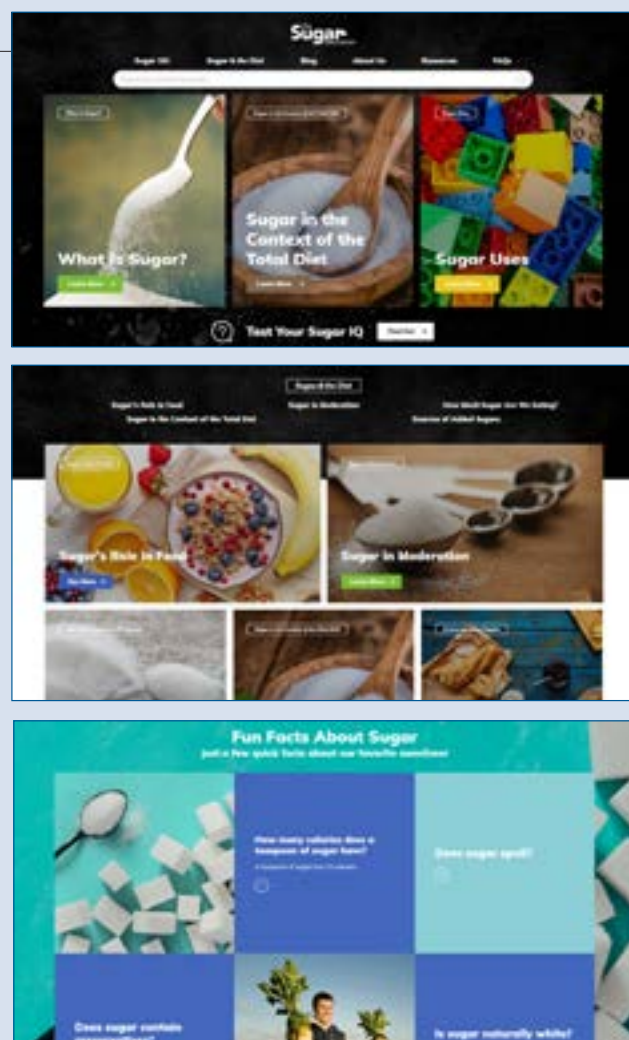
While everyone's familiar with what sugar is, there is so much more to know. From its history stretching back to the founding of the United States, to how it's refined, why it's important to so many foods, as well as the numerous uses many people aren't even aware of — like medicine and plastics. Sugar's functional roles are pretty amazing and, of course, it's a sweet, enjoyable part of life. The Sugar Association's new Sugar.org website captures all this wonderful information and more, including addressing some common myths about sugar.

"The new Sugar.org is a fantastic resource filled with useful information grounded in science," said Sugar Association CEO Courtney Gaine. "We want people to visit our website, learn something new, and discover sugar's many important, functional roles."

A goal to communicate directly with consumers, so they understand sugar better and can feel more confident about consuming it in moderation, means the site is designed to be both useful and fun to visit.

The new Sugar.org brings to life sugar's unique, multifunctional role in people's diets and provides information that consumers are seeking, such as facts about the science of sugar, its journey from farm to table and how most Americans enjoy it in their diet. Creative, colorful and easy to use, the new website also contains information about the origin, types and uses of sugar, including its many functions in food and beyond, as well as current consumption trends and science on sugar and health.

Blog posts, downloadable educational materials, and FAQs provide more opportunities for families, educators, health professionals and the media to discover all that sugar has to offer. ■



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RWST/RWSA of MSC Average

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DISTRICT
HIGH SUGAR PRODUCER
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DISTRICT
HIGH SUGAR PRODUCER
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RWST/RWSA of MSC Average

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Ahoy! Tall Ships on the Horizon!

Michigan Sugar Company is Port Sponsor for the 2019 Tall Ship Celebration: Bay City coming July 18-21

By Rob Clark, Director of Communications and Community Relations

BAY CITY – If you are driving north on Interstate 75 just past Birch Run, keep an eye out for a billboard on the left side of the highway.

It's an advertisement for the 2019 Tall Ship Celebration: Bay City, which takes place July 18-21 with a fleet of about a dozen tall ships expected to be in port. At the very top is the name of this year's Port Sponsor: Michigan Sugar Company.

This is a significant and important commitment by our company to what we believe is one of the signature events not only in the Great Lakes Bay Region, but the entire Midwest. As Bay County's second-largest employer, we can't think of a better way to show our support for and commitment to this community and this region.

"Tall Ship Celebration has been very fortunate throughout the last 18 years to have the support of many corporate sponsors that allow us to produce an event that brings positive attention to our community and our region," said Shirley Roberts, Executive Director of BaySail and head of the Tall Ship Celebration organizing committee. "Having Michigan Sugar Company make the investment to become the Port Sponsor in 2019 not only ensures that the maritime festival will once again be a successful world-class event, it has infused a new energy and excitement to our efforts. We couldn't be more delighted that the company at the helm of Tall Ship Celebration in 2019 has roots in our regional backyard and its headquarters just down the river from the tens of thousands of people who will visit this July."

Bay City hosted its first Tall Ship Celebration in 2001 and was named Port of the Year for its efforts. The community has since hosted the four-day festival five other times, earning Port of the Year honors three other times, including in 2016, the last time a fleet of tall ships visited the Great Lakes.

As in year's past, this year's event will feature ship tours, a maritime music festival, cooking competition where tall ship chefs square off, activities for children and sails aboard Bay City's own tall ships, the Appledore IV and Appledore V.

"Tall Ship Celebration in Bay City is a maritime event like none other," said Roberts. "Visiting ships are docked across the relatively narrow Saginaw River creating an intimate setting and a spectacular view. We offer lots of

additional hands-on craft activities for children and incredible maritime musicians from around the world, all at no additional cost once you enter the festival."

Simply put, no one hosts a Tall Ship Celebration like Bay City and its just one of the many reasons why Michigan Sugar Company has come aboard as the Port Sponsor.

Over the years, Bay City has welcomed more than 40 different vessels to its Tall Ship Celebration. With those ships come crew members and visitors from around the world. From July 18-21, we are expecting nothing less than another amazing experience for the 100,000 or so visitors who will come to Bay City to see all it has to offer.

"Tall Ship Celebration put Bay City on the map in a completely positive way during the first event in 2001," said Roberts. "Since then, we've hosted visitors from almost every state in the union and more than 20 different countries. The net result of all those visitors is an impressive economic impact: more than \$13 million in 2016 alone."

Of course, we know that hosting an event of this magnitude takes an enormous amount of effort. It also takes money, an army of volunteers and a positive wave of community support. Michigan Sugar Company is honored to join the other sponsors of the 2019 Tall Ship Celebration: Bay City: Dave Hausbeck Trucking (D.H.T.), Consumers Energy, McLaren Bay Region, Huntington Bank, Independent Bank, Wildfire Credit Union, St. Mary's of Michigan and Chemical Bank/Amerilodge Group.

Together, we'll ride the wave to help make this event a smashing success.

If you'd like to learn more about the 2019 Tall Ship Celebration: Bay City, go to www.tallshipcelebration.com. ■



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