



RiverCountry CO-OP

River Valley News

General Manager's Report



Where did summer go? Here we are in August and summer is fading fast. The days are shorter, football season is upon us and "YES" the Brewers are still in contention ☺. The month of August ends the fiscal business cycle of your Co-op. So, as we look to close out another fiscal year, at the same time we are busy preparing for another one. Here are some updates.

Sales revenues: projections have total company sales ending between ninety and one hundred million dollars at our year end. Sales have been strong in several divisions and we are up around five percent at the end of July. We operate challenging businesses in a competitive environment, but profitability wise, we are up significantly over last year in several areas. At our year end, we are forecasting exceeding last year's local net savings.

Our **Ag business** has seen a lot of financial stress due to the low commodity prices for our farm members. We have, and still are, working with our farm producers to provide the best consulting service and products to help our agronomy, feed, fuel and grain customers maximize their potential in their operations. Our agronomy season, while not yet complete, has endured a good season in where volume and sales have increased over last year, specifically in dry fertilizer. This past year, our dry fertilizer airflow applicators have broken records for acres spread and tonnage. We increased our dry nitrogen application volume and as we move forward, we are adding additional equipment to keep up with the growth. We added a new sales person for the retirement of Steve Almich and, while there have been some transition challenges, long term we feel good about where we are headed staff wise in our Agronomy Division.

Grain markets have seen some radical price fluctuations since spring. We have a lot of grain contracting programs to help spread out the risk and many producers have taken advantage of these as we head into fall. This past year we have handled record volumes of soybeans, and your Co-op's international grain shipping business (Intermodal loading) has seen significant gains in volume. This has provided us with markets that few Co-ops can access, which have provided us with better pricing points on soybeans. At this point (knock on wood), the crops look good for fall. Last winter, forecasting our needs to keep up with our volume, the board approved to add additional grain storage at our Boyd location. This will be completed in time for soybean harvest in September. We have record volume pre-contracting in terms of soybeans so this an important asset as we increase grain volume. This September, Randy Bina is retiring and we are in the process of hiring a replacement. We wish Randy well as he heads into his next phase of life. Randy was instrumental in getting us started in the Intermodal business and has been a dedicated employee for 7+ years.

Continued on page 2...

- **Agri-Tech/Bloomer Grain**
(715) 568-2934
- **Bloomer CENEX**
(715) 568-2343
- **Bloomer CENEX Shop/
Auto Value Parts Store**
(715) 568-2170 | (715) 568-2191
- **Boyd CENEX**
(715) 667-3595
- **Boyd Feed Mill**
(715) 667-3245
(800) 333-7887
- **Cadott Truckstop**
(715) 289-3953
- **Chippewa Falls CENEX**
(715) 723-7005
- **Cornell Country Store**
(715) 239-3173
- **Eau Claire Ferry St. CENEX**
(715) 832-0045
- **Eau Claire Third St. CENEX**
(715) 835-2003
- **Eau Claire Travel Center**
- 29 Pines Restaurant & Sports Lounge
(715) 874-2929
- CENEX Store
(715) 874-0290
- Sleep Inn & Suites Conference Center
(715) 874-2900
- **Gilman CENEX**
(715) 447-5746
- **Jim Falls CENEX**
(715) 382-4554
- **New Auburn CENEX**
(715) 967-2171
- **Prairie Farm. CENEX**
(715) 455-1490

Feed volumes are flat as we have seen some of our customers exit the dairy business or cut back. This past summer, we added additional sales staff with newly Madison college graduate, Ally Holub, of Boyd to help our dairy and beef customers. If you are looking for a new fresh approach to what you are doing, feel free to call one of our sales staff at the Boyd mill for consultation.

Our **fuel business** has had a good year in terms of volume and profit. We have significant increases in terms of volume of fuel and propane delivered, part of which is due to the cold winter we just went through. Remember the snow in April?... Ugh. We have set a record number of propane tanks in 2017/2018 and now serve over 9,000 customers in the Chippewa Valley as their propane supplier.

Your **convenience stores** continue to grow in volume internally and provide excellent financial returns. Our marketing programs have increased store traffic by 10% over last year and we show significant net savings in this division as we head into August. This past July, on average our convenience stores saw about 6,000 people per day pass through the doors, selling over four semi loads of fuel per day. In Bloomer, we are in the final stages of our transformation of all our retail and internal shop operations to the former Toyce Motors location. We have some exterior parking lot work that needs to be done in phases but all staffing is in one location. This facility has created additional synergies in our company in all areas.

The **Sleep Inn hotel** has had a great summer with guests stays up 5% over last year. In the month of July alone, we sold over 2,000 rooms and over 3,000 people stayed at the hotel. Financially we are on pace to meet last year's record profitable financial performance.

In September, we will have the accounting of the past fiscal year audited and the financial results reported. I am confident that your patronage dividend percentage on your last year's business at the Co-op will be higher than 2017. At the same time, senior managers and staff are busy making preparations for our fall and winter business as well as forecasting for the next business cycle. We continue to look at ways to improve our business in terms of staffing and equipment while doing some long-range planning with the board. It's always a challenge, but we are built for long term success with our diversity.

Thanks for the business. I hope your summer concludes on a good note.


Bruce Mlsna
GM/CEO

Featured Board Member



Hello, my name is Marc Boettcher. I have been on the board since 2012 and currently serve as Vice President.

My wife, Diane, and I live in Bloomer on my 3rd generation family farm. Our 18-year-old son, Cole, is a senior in high school and is a tremendous help with the daily farm operations. Our 7-year-old twins, Isaac and Alexis, keep us on our toes. My parents, Herman and Patricia, continue to assist on the farm.

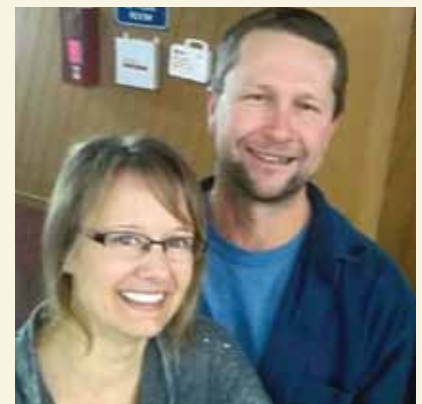
We farm 1,150 acres of corn, soybeans, rye and hay. I do approximately 1,500 acres of custom work. After being a dairy farm for over 100 years, we have evolved into finishing out about 100 steers each year.

My hobbies include all sports, hunting and fishing, gardening, playing cards and reffing basketball.

The Co-op has several assets I consider to be important. The diversity is our main strength. While agriculture is our primary focus, our other business areas compliment our Co-op immensely. We have terrific employees that are the core of our Co-op. Our board of directors and management team have great camaraderie and communication which helps us make quality decisions.

My philosophy is that I realize the Co-op is here to serve all its patrons. I like to treat the Co-op decisions with the same amount of careful consideration as I would on my own farm with the future in mind. My vision for the Co-op is that in whatever form it has evolved into, it can still be depended upon by its patrons many years from now.


Marc Boettcher



Greetings from Your CFO



In the previous newsletter I had directions on how to access your member account from our River Country website. Here are some instructions on how to access further details on your account.

To view Grain Account information:

- From the main menu, click on the [Grain Contracts](#) button. The following screen appears showing your Open Grain Information.

- By clicking on the [Contracts/Controls](#) button, you can view your Contract information.
 - You have the ability to click on the [Contract Number](#) and drill down into the detail of the contract.
- By clicking on the [Lots](#) or the [Loads](#) buttons, you can see detailed information making up the respective Lot or Load.
- By clicking the [Settlement](#) button, you can see all the information related to a settlement.
 - By clicking on the settlement date, you can drill down into more information on the settlement.

Please call me with any questions or concerns. I would be happy to help!

Marty Goss
CFO/CPA
715-723-2828 x118
cfo@rivercountrycoop.com



Microsoft Internet Explorer

Address: http://www.agricustoms.com/CGI/USCGI.PGM

64875 CONOVER FARMS WAITSBURG, WA Phone: (509)525-6510 05/20/02 23:24:00

AgVantage[®] Software

Open Totals

[Menu](#) [Open Totals](#) [Contracts/Controls](#) [Lots](#) [Loads](#) [Settlements](#) [Deferred Payments](#)

Open: Filled: ALL TYPES

Crop	Type	Contracted Units	Undelivered Units	Unsettled Units
SWH	REGULAR CONTRACT	12500.00	12500.00	0.00
	BASIS CONTRACT	10000.00	10000.00	0.00
	OPEN STORAGE	0.00	0.00	59933.98
	SWH TOTAL	22500.00	22500.00	59933.98
BARLEY	REGULAR CONTRACT	60.00	60.00	0.00
	BASIS CONTRACT	52.00	0.00	52.00
	BARLEY TOTAL	112.00	60.00	52.00

Microsoft Internet Explorer

Address: http://www.agricustoms.com/CGI/USCGI.PGM/inputs/2018-4120CND-00648756200K-200205202325395000120CROP-36201TYPE-36202CTND-10336205EQ-7123PFIH-1

Settlement Detail

[Menu](#) [Open Totals](#) [Contracts/Controls](#) [Lots](#) [Loads](#) [Settlements](#) [Deferred Payments](#)

General Information		Monetary Breakdown	
Crop	SWH	Gross Amount	\$12522.48
Type	OPEN STORAGE	Discount Amount	-\$1091.83
Contract/Control Number	1033	Drying Charges	\$0.00
Settlement Sequence	7	State Fees	-\$46.67
Settlement Number	6835	Storage Charges	-\$1652.64
Settlement Date	02/14/01	Prepaid Storage Charges	\$0.00
Location	WAITSBURG	Hauling Charges	\$0.00
Comments	33489	Handling Charges	-\$445.64
Settled Units	4456.40	Advances	\$0.00
		Net Amount	\$9285.70

Disposition

Check Number	Payee Name	Units	Net Amount	Deferred Amount	Deferred Cost. #	Due Date
18723	CONOVER FARMS	4456.40	\$9285.70	\$0.00	0	

Lots

Number	Load Date	Location	Net Units	TWT	MOS	DAM	FMT	PRO	DOC	SRN	TDF	CCL
189256	08/01/99	WAITSBURG	4456.40	60.70	8.60	0.00	0.00	10.10	2.40	0.50	0.50	0.00

Credit Department



I hope everyone is enjoying what is left of summer and looking forward to this coming autumn season. With fall just around the corner, I am hoping things stay good and everyone gets a good harvest. Have an unpaid balance from your agronomy needs? Use your **Agricultural Preferred John Deere Financial** (FKA: Farm Plan) account to pay off your invoices within 60 days. All you need is a Special Terms limit on your account and you're set.

I know with the unstable economy and fluctuating prices of milk and other goods and services, times are tough. I want to emphasize that we appreciate your business and your loyalty to the Co-op. I'd like to extend that same loyalty to you. In doing so, if you foresee a late payment, or feel you need to make

payment arrangements, contact me so we can make appropriate arrangements. **All accounts need be current by the end of the fiscal year in order to remain in good-standing, and our fiscal year ends the 31st of August.**

Remember to check your home heating fuel tanks now and give us a call to fill it up for you, so you start off the heating season with a full tank. We do offer scheduled delivery service, but having a delinquent account will make you ineligible for the scheduled delivery program, so keep your account current. You have 10 days to pay for your delivery and get a cash discount if you do so. If there is ever a problem with a payment, simply give me a call so that we can discuss it. I would rather hear from you rather than me calling you. I appreciate and request open lines of communication whenever a problem paying your account arises. It just makes it less worrisome for everyone involved. If you need a little help paying for your heat, be sure to give your county energy assistance office a call and see if you qualify for assistance. It's never too early to check it out and be ready for the season since it takes them time to process your request. L.P. pre-pay contracts went out in June, so I hope you were able to take advantage of the low pre pay price we offered. If you didn't see one and would like more information, give us a call.

Thank you for your business.

Brenda Ross

Credit Manager/ Payroll/Benefits Specialist

715-723-2828 x101

brendar@rivercountrycoop.com



JOHN DEERE
FINANCIAL



The Cooperative
Finance Association, Inc.

Financial Services For Successful Agriculture

Human Resources/Pricing Coordinator



I would first like to start off by thanking each of you who welcomed me into this new position with the Co-op. It was nice to feel accepted when I made my transition from the Cadott Travel Plaza to the main office. In May I celebrated 5 years with the Co-op and I couldn't be happier. I would like to reflect on what I've been working on during my first six months at the main office.

As the Pricing Coordinator for our 12 convenience stores, I've seen the costs of goods continue to increase. When our vendors increase costs, I must also increase our retail to reflect that change. When increasing retails, I look at maintaining a healthy margin, while keeping our customers satisfied with fair competitive pricing. One thing that I have learned as the Pricing

Coordinator is that with costs frequently changing, I need to closely monitor our margins which certainly keeps me busy.

With approximately 300 employees on payroll, it may also surprise you that the Human Resource Recruiting side of my position also keeps me quite busy. Whether employees are retiring, seasonal, or have decided to leave the Co-op, it is my responsibility to find employees to fill those positions when they become available. When I am not welcoming new hires in their orientation, I am updating everyone's hiring needs, writing job descriptions, posting jobs, reviewing resumes, and scheduling orientations.

I hope you all enjoy the rest of your summer and please email, call, or stop in with any questions or concerns you may have and I will do my best to assist you.

Amber Kastel

Human Resources/Pricing Coordinator

715-723-2828 x104

HRPC@rivercountrycoop.com

Energy Sales



Where does our Gas and Diesel come from?

-As our work day ends we jump in our vehicle and head home. We then realize we need to stop and fill up our car or truck with gas or diesel.

-We pull up to our diesel fuel tank on the farm and fill up our tractor or farm machinery to complete the day's work in the fields.

-We load up the family in the favorite family vehicle, pulling the boat or camper, and head out on our family weekend getaway. Realizing we need to fill up the car, we stop at the station and fill 'er up!

-Spending a hot day on the lake, we pull up to the dock at the local marina and fill up our boat with fuel.

As each of these scenarios are put into action, we assume the fuel will be at the station, fuel barrel or marina. We have done this most of our adult lives, and it's pretty rare that fuel is not available for our use. In the United States, we have the luxury to get fuel when and where we need it. Years ago, the majority of that fuel may have come from a different country other than the United States. Dependence on fuels from outside of the United States was "just the way it was." Things are a bit different now.

Have you ever wondered where the fuel comes from and what is the process to get it here? As a Cenex customer, the fuel you buy is of the highest quality available on the market today.

Here is a quick snapshot of the history and supply of our local fuel:

Please keep in mind that crude oil is extracted from the earth, sent to a refinery and processed into the fuel we use.

The long-standing tradition of refining at CHS (Cenex) began in both Kansas and Montana in 1943.

In McPherson, Kansas, wartime shortages of petroleum products made it difficult for farm cooperatives to obtain the fuel they needed for their farmer-members. To solve the problem, five regional farm supply cooperatives, including the predecessor company to CHS, joined together and organized the National Cooperative Refinery Association (NCRA). The group purchased the Globe Oil Refinery at McPherson, Kansas in 1943 and CHS began its presence in the area of refining crude oil into diesel and gasoline. At the time, the refinery was producing 15,000 barrels-per-day.

When oil was discovered in the 1920's in the Oregon Basin, Laurel, Montana, was a perfect fit for a refinery because it was situated at the junction of the North Pacific, Great Northern and Burlington railroads. Laurel Oil and Refining Company opened its doors in 1930 but quickly went bankrupt. The refinery restarted in 1933 as the Independent Refining Company. Its largest buyer was the Farmers Union Central Exchange, which eventually became Cenex and then CHS in the decades to follow. In March 1943, CHS purchased the refinery for \$50,000. At that time, the refining capacity was 5,000 barrels-per-day and the refinery employed 90 people.

By 2011, CHS co-owned the McPherson refinery with Growmark Inc. of Bloomington, Ill., and MFA Oil of Columbia, Mo. CHS entered into an agreement to become the refinery's sole owner and in 2015 the refinery officially became the CHS Refinery at McPherson.

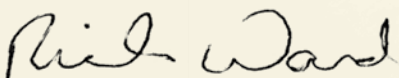
As part of the purchase and an increased investment, the refinery grew its production from 85,000 to 100,000 barrels per day. At the time, Jim Loving, vice president of refining, pipelines and terminals said, "Through sole ownership of this operation, along with additional investment to increase capacity, we're essentially adding the equivalent of a third refinery to serve our owners and customers who highly value additional diesel supply."

Today the United States has reached a record 11 million barrels per day of crude oil production. Some of this crude may be exported out of the U.S., while some of it will be refined and distributed for our use.

Cenex has set the standard on high quality TOP TIER gasoline along with CENEX Ruby Fieldmaster and Roadmaster Premium diesel fuel at their refineries. This fuel is available at branded approved Cenex locations across the Midwest and beyond! This year CHS (Cenex) celebrates 75 years of refining fuel for its customer members!

So the next time you reach for that nozzle to fill up your car, truck, tractor, boat or lawn mower at one of Cenex's 1,400+ stations in 19 states, rest assured you are buying American made high quality fuel.

Cenex, we're with you no matter where the road takes you... Visit Cenex.com for locations and additional information.



Rich Ward
Certified Energy Specialist
715-214-3385 (CELL)
rich@rivercountrycoop.com



Energy Department



We have a couple of drivers who will soon be retiring, Al Moore and John Malison. Al has been with the company for 40 years and John, 25 years. Both have been extremely dedicated to the Co-op for the many years they have been with us and should be applauded for a job well done. The next time you see them, wish them a long and happy retirement as they both deserve it. **Evan Anderson will be taking over for Al and Kevin Hager will be taking over John's route.**

Our LP prepay program is under full swing and if you have not received a contract in the mail, please contact us to get one sent out. The prepay program is an excellent way to protect yourself from the potential high prices we usually see in the winter. There are 2 options: 1.) A full prepay and 2.) a budget option to fit your pocket book. Also now is a good time to take advantage of summer pricing and get your tank filled. As we approach the fall and winter, we usually see the prices increase.

Times have changed and so has the crude oil market. Two years ago crude oil was at about \$39 per barrel. Currently crude oil is hovering around \$70 per barrel mark. Why the change? OPEC's original strategy was to flood the market with crude oil in order to prevent their loss of market share to US shale oil. They hoped cheap crude would slow US shale oil production. This strategy backfired as new technology was developed to significantly reduce the cost of shale oil production. The shale oil industry was booming and production was rapidly increasing. As a result, OPEC decided to change its strategy and cut back their production in hopes to raise the price of crude oil to stop their financial bleeding. Just the announcement of OPEC cutting back on production to get rid of the large surplus of oil had speculators already driving up the price of crude oil, even though production had not been cut yet. **Buy the rumor sell the fact mentality.** OPEC did in fact slowly cut production and over time has reduced the large surplus of crude. Political unrest in the region, along with sanctions being imposed on Iran, has also driven the market higher. **Recently, crude oil was nearly \$75 per barrel.** At this level, some analysts felt that the global economy may begin to slow down and suffer. Low and behold, Saudi Arabia and Russia made announcements that they could provide additional crude oil to market if needed which sent crude oil trading to \$65. Production has not changed but just the idea that it may happen has speculators selling their long positions in crude causing the market to tumble. Not so much of a true supply and demand market, more of what could potentially happen with a supply driven market. This makes it difficult to predict any kind of direction.

Mike Rinzel

Mike Rinzel
Energy Division Manager
715-723-2828 x107
mrinzel@rivercountrycoop.com

Boyd Feed & Grain



Our spring was a little wet but planting went pretty well. The corn and beans look really good with plenty of hay. We have some changes coming for the grain in Boyd.

At the sight, we put up a new storage bin that holds about 125,000 bushel. This is the maximum capacity for the space here.

This will help our storage challenges in Boyd. At the mill we grind a lot of corn. Sometimes that is a challenge when we make calf feed. To get a better calf feed mix, call a day ahead. Hope

everyone has a safe and big harvest this fall.

Remember, we can unload a semi at our grain plant in Boyd in about 10 minutes. We run our grain department at Boyd seven days a week if needed. Call us if you have questions.

To all our customers, thanks from the Boyd feed mill. We look forward to the fall grain harvest.

Jim Ebert

Jim Ebert
Feed Operations Manager | 715-667-3245 | ebert@rivercountrycoop.com



River Country Co-op board members recently toured the new feed mill that opened.

Grain Department



This summer has been a rough summer for grain prices to say the least. Many of us keep looking for the light at the end of the tunnel. Unfortunately it is quite difficult to see. First, tariffs have played a major role with the downslide in the agricultural markets. Secondly, we have seen good looking crops across the grain belt with little news or weather that would make the market worried about grain supply in the United States. These two factors have caused the soybean market to drop over two dollars in roughly two months.

You might ask when will the bleeding stop? Well, it appears that we might have seen a bottom in the middle of July. Corn exports have been strong, bean crush has been strong and crop conditions are slowly dwindling. Most of the grain belt is in need of rains and if this persists we could see a reduction in yield. **The big unknown is just how much of a reduction we will see.** The crop was pretty far along before the rain quit and it might not decrease yields too much.

This harvest is shaping up to be a big one! Crops look good as long as we can finish off the year with a few timely rains. As always, we are shipping old crop grain out quickly to prepare for harvest. It appears that a majority of all the corn and beans will be shipped in preparation for a big crop. **This harvest we will reserve room for contracted grain as always. Any excess space will be on a first come first serve basis.** We will move as much grain as possible at harvest to keep up. However, with current crop conditions it appears we might have an early and quick harvest which means there will be a lot of pressure on space for all grain elevators in the area. Remember, we have two scale dumps with the capability of dumping beans and corn at the same time at speeds no one else can. Try us out!

Please call ahead to make sure we have space and let me know if I can help you sell your crop.

Paul Kerber

Paul Kerber

VP of Grain | 715-797-8875 (CELL) | paulk@rivercountrycoop.com



Bloomer Grain Plant



Chippewa Falls Intermodal Grain Loading



Boyd Feed and Grain

Please **JOIN US**

FOR A RETIREMENT RECEPTION HONORING

AL MOORE • JOHN MALISON • RANDY BINA

TUESDAY, AUGUST 21ST | 5-7 PM

SLEEP INN & SUITES | 5924 33RD AVENUE, EAU CLAIRE

Intermodal



Container loading remains brisk during tariff rhetoric!

Tariff conversations and potential trade wars can change the export environment on a dime, but for now, our container export business remains steady at River Country Co-op.

Our staff at intermodal and our fleet of trucks has been actively loading soybeans and distiller's grains in Chippewa Falls. China continues to use soybeans, but for several years has backed away from distillers imports to consume their carryover corn supply. The majority of our exports in both soybeans and distillers head to Indonesia, Manila, Philippines, Pakistan, India, Japan and South Korea. The Scoular Company is our marketing partner, and has a diversified

marketing approach along with some niche markets that could help all of us weather some of world trade adjustments.

The Canadian National container port, which is adjacent to our main office and intermodal loading facility in Chippewa Falls, has provided the Chippewa Valley with easier access to export markets, jobs and savings for farmers in transportation costs. Millions of bushels of soybeans per year are being loaded by several Chippewa Valley exporters that would otherwise have to be trucked to the Mississippi River or central Minnesota soybean processors. We at River Country Co-op will continually search for additional opportunities to export grains that our owners produce. **This year the Co-op will expect almost a million bushels of soybeans and load a record number of containers.**

Thank you to all of the customers and employees of River Country Co-op. I will be moving on to the next chapter of my career on September 1st, and it is called **retirement**. I am very appreciative of the opportunity that River Country Co-op has given me since 2012. Since the very day I turned 18, I have been blessed to have been employed in the cooperative system, working for farmers and co-ops. I am proud of that career and am excited to watch River Country Co-op along and its members perform into the future. River Country Co-op and the rural area she serves are both positioned to perform. Thank you again, it has been my pleasure!

My replacement will start around September 1st. Please stop in to introduce yourself. I will be around during the transition to help as needed. Thanks again.

Randy Bina

Randy Bina | 715-214-5025 (CELL) | randy@rivercountrycoop.com



Intermodal Rail Loading



Bloomer Shop & Auto Value Store



Members of River Country Co-op get a 10% discount at Auto Value Store in Bloomer!

Farmers, truckers, home owners and all members of River Country Co-op continue to get already competitively priced truck, tractor, auto and other parts **with an extra 10% discount, just for being a member**. Use your Rewards Card to earn valuable rewards, and earn patronage since we are a cooperative! Other discounts may apply for volume of purchases and Auto Value promotions!

Please give us an opportunity to price your parts and save you some money by calling 715-568-2170 today!



Ag News



Snowy April weather led to an intense spring. Late April to July 4th made for a very compressed spring season.

We were fortunate with the late start that weather cooperated and allowed field work to progress rapidly.

The days got long....(nights were short) but, with hard work and all of us pulling together, it got done!

I would like to thank River Country Co-op members for choosing Agri-Tech for their agronomy needs.

Along with that, I would like to thank the entire Agri-Tech staff for their professionalism, dedication and hard work.

With that being said, looking around the area our crops seem to be in good health.

We had an excellent spring in terms of volume and sales. Dry fertilizer tonnage is up over last year as well as spreading and spraying acres. With that in mind, we are going to add to our spray fleet an additional spray rig. We also are considering adding an additional airflow to meet the demand of our dry fertilizer application spreader.

In feed we continue to try and meet the demands of a good product at a competitive price. Low mill prices are very challenging and we recognize that. Please call one of our nutritionists to see if they can help you. Also at the Boyd location, we are expanding the grain storage there to help meet demand. We built the maximum size bin in that area. We are continuing to make improvements to benefit the feed and grain division.

With timely rains we should see full yield potential and fill these new bins to the top. We hope you have a good fall.

Jeff Polivka

VP Ag Services

715-568-2933

jeffp@rivercountrycoop.com



I started in late May as a new agronomist in place of the retired Steve Almich. I am a recent graduate of UW-Platteville where I majored in Ag-Business with a minor in Agronomy. I grew up in the southwest corner of the state in the small town of Mineral Point where I farmed with my dad

and brother. I am very excited to work in a new part of the state and start my career in the agriculture industry.

As the 2018 growing season starts to come to a close, now is the time to take a look back on this season's operation and see what worked well or what did not work well. Then make notes of different options to improve your operation for next year's growing season.



A major problem to look at is weed pressure this growing season. Identify what weeds were major problems, and did the chemical program you used work well for your fields? Also, think ahead if potential new weeds could be a problem in the coming years. One such weed is the arrival of water hemp into the area. Water hemp is an extremely tough weed to control and can cause havoc in soybean fields. It is a weed that needs to be controlled as early as possible with different chemical programs to help control it.

Another way to help for next year's crop is to fall soil test your fields. This allows for you to think of a nutrient plan over the winter and not on the fly in the busy time of spring. Soil samples should be done not only to help with nutrients, but it gives you the pH of soil and lime recommendations if needed.

These are just two of many things to look at and consider for next year. I ask that if you have any questions to please contact me and I will do my best to give you valuable and useful information. I wish everyone a safe and plentiful harvest this fall, and I look forward to getting to know the area and all you as well.

Thank you for your business,

Dakota James

Agronomy Sales

715-568-2933 (Office)

715-559-1222 (Cell)

DakotaJ@rivercountrycoop.com



Ag News (continued...)



It's been another challenging year for the American farmer.

Whether your milking cows, cash cropping,

or feeding steers, it seems like you can't catch a break. Commodity prices continue to be dismal with no real reprieve in sight.

Locally there have been further challenges with the heavy infestation of armyworms. Many times a lot of damage may be done before the farmer or the agronomist realizes the presences of the insect. A quick response is needed to deter catastrophic damage to the crop. Pick any of the insecticides labeled for armyworm and they all work extremely well. The armyworm either has to come in contact with the insecticide or ingest the leaf which has been sprayed. **While it's unfortunate to find these insects in your fields, consider applying some foliar nutrients while you are already making a pass through the field.** It will help the crop recover from being chewed on and make the remaining leaf surface as productive as possible. At just a few dollars an acre, it makes sense to try to improve your bottom line.

Even though you spray for armyworm, continue to monitor and scout your fields as they may show up in an adjacent field.

There is a chance for a later infestation in the following months. They seem to prefer younger corn which was planted late into sod or had a higher level of weed pressure resulting in more residue in the field. They can also lay their eggs in waterways which have not been mowed. Although corn is the preferred meal of the armyworm, I have also seen them in oats, spring wheat, and soybeans this year. In each crop, they were at or above threshold and needed to be sprayed.

Challenges arise every year; however, if you have a plan it is easier to adjust and take the necessary steps to have a successful growing season and maximize your yield.

So sit down with us and have an open conversation about what, if anything, can be done this year and what your plan is for the following years.

Have a safe harvest!

Bill Buescher

Bill Buescher

Agronomy Sales

715-933-0256 (CELL)

billb@rivercountrycoop.com

Josh Frederickson

Josh Frederickson

Agronomist/CCA

715-933-0255 (CELL)

joshf@rivercountrycoop.com



Les Danielson, one of our directors on the board, was recently interviewed on TV as part of a story on tariffs and their effect on farming, specifically in our region. Les has been on the Co-op board for several years and also served on other Ag boards. Les and his wife, Debra, and two children farm in Cadott, Wisconsin.

**To listen to the interview,
or see the whole article, go to:
www.weau.com.**

CADOTT, Wis. (WEAU) -- The Trump administration says farmers caught in the middle of trade policies could soon see financial relief but some Wisconsin farmers worry if it will solve the problem.

The Agriculture Department announced Tuesday it will provide up to \$12 billion emergency aid to the farming industry as President Trump attempts to negotiate new trade agreements. This comes after farmers, especially soybean growers, were impacted by tariffs from China and other nations...a retaliation to President Trump's tariffs on Chinese goods.

Les Danielson has been in the farming business for the last 25 years. He raises nearly 500 acres of crops, 200 acres of corn, 200 acres of soybeans, as well as dairy and beef cows. Danielson, whose farm is in Cadott, says nearly 20% of the dairy products and around 50% of the soybeans he produces are exported. ...

Ag News (continued...)



L to R: Randy Bina, Bruce Mlsna, Marty Goss, Paul Kerber, Stacey Bunkelman

River Country Co-op was recently recognized by it's peers in Chippewa County with the **Development Leadership Award**. It is given to a company that promotes growth, stewardship and is a vital economic partner to Chippewa County.



By the time you read this newsletter, I will have been with the Co-op for approximately a full year and it sure went fast. I have had the privilege of meeting a lot of you and still look forward to those of you I have not. Just recently, I had the opportunity to attend the Northern Wisconsin State Fair and

meet some of the area youth that were participating with their livestock. Exhibitors should all be very proud of the work I saw put into the projects and the professionalism I witnessed.

Just a reminder that our Purina and Land O' Lakes product line has increased and we have the ability to carry much more, so if you're visiting Chippewa Falls, Cornell, or the mill in Boyd and don't find what you need, chances are we can get it.

I probably won't be the only one to mention it in this newsletter, but we have definitely had our share of warm days this summer. I want to remind you on the above average days to keep your young stock properly hydrated with fresh clean water. **Calves should be provided electrolytes in the water between milk feedings if possible and to those groups going through any types of stress such as those recently weaned.** We carry numerous calf care products such as Base Electrolytes, Calf Insure and Land O' Lakes Electrolytes Complete to help with more severe cases of dehydration possibly associated with scours and colostrum for the first feeding after birth. We also have numerous Land O' Lakes milk replacers.

Heat stress is also a huge issue when it comes to the dairy cow. Proper air flow in your barns and free stalls can help tremendously along with the possibility of a sprinkler system. Keep the waterers clean (I recommend scrubbing once a week) and running efficiently, it all helps. Purina Rally is a product that

has been shown to help alleviate heat stress and promote milk.

Purina Heifersmart minerals are an excellent option for your larger heifers which we carry in a tub or 50-pound bag form. Both have Availa, which has been shown to help with reproduction and immune function.

Give me a call for any of your nutrition needs from bagged products to mixes. Have an awesome remainder of your summer and an exceptional and safe harvest season.

Sincerely,

Jim Meyer

Jim Meyer

Purina Livestock Production Specialist
715-314-0396
jwmeyer@landolakes.com

RALLY
DAIRY FEED



Convenience Stores



Time flies when you are having fun! Six months goes fast in the retail industry. Our Ferry Street store remodel has been completed and Hot Stuff is up and running. We are already seeing the return on our investment as sales have increased along with happy customers. We have also added a limited Hot Stuff food program at our Boyd location which gives the customers in town a quick hot lunch option.

Summer has been busy. We have had several area musical festivals that have increased traffic into the stores. Thanks to an experienced managerial staff and their employees we were prepared and survived the extra crowds. This past summer, we saw an average of 6,000 people a day visit our stores. We sell lots of milk, meat, and cheese from many local vendors.

Summer also brought some mandatory upgrades to our register systems throughout all the stores. After an 8-hour software upgrade and very patient customers, the stores now have working chip readers in all their credit card machines. **Staying current and compliant is important to the future of our stores.** You can be proud your Co-op is up to date on all regulations and set for the future.

We are looking for ways to increase our market share in all our stores. Your stores are profitable and we are making adjustments at all times to keep this investment relevant.

Thanks for the business.

Heather Barrows

Heather Barrows
VP of Convenience Stores
715-723-2828 x100
heatherb@rivercountrycoop.com



Eau Claire, Ferry Street Hot Stuff deli addition



Bloomer Shop gun room



Bloomer Shop - Auto Value Parts Store

10% off
auto parts
as a River Country Co-op
Patron Member.

NEW to our rewards program:

PIZZA CLUB

Buy 5 personal pan pizzas
and get 1 **FREE**



Eau Claire Travel Center

Jim Falls C-Store



Hello from Jim Falls! We started out the spring season on go! From fishermen/women, early vacationers, bikers, and people passing through, business has been GREAT! Add our local customers, milk haulers, and dairy employees into the mix, and we are kept on our toes! **Our deli has a wide variety of food choices for breakfast, lunch, and supper.** Come in and enjoy a nice warm meal! Country and Rock Fest have come and gone for another year, a good time was had by all! Our last big hoorah in Jim Falls will be Sturgeon Fest, Labor Day weekend. As always, we thank our customers for their patronage. They keep our business booming in a small town!

Julianne Whiting

Julianne Whiting | Manager – Jim Falls C-Store | 715-382-4554 | jimfallscstore@rivercountrycoop.com

Cadott Truckstop



It's great to be back in Cadott!

I hope everyone is enjoying their summer, stop by and say hi! We have so much to offer here, you really need to come in and browse around. I'm sure you will find something cool and interesting for yourself, or as a gift. It might even be something you've never seen before.

We have had a busy summer, traffic counts were pushing 1,800/day. **Our Hot Stuff Deli hours are now open later. Monday – Saturday. 6am-9pm. Closed Sundays.** We have many new items on the menu and more to come. Check out our meat selection and other deli items.

There have also been many compliments on the food in the restaurant from the new lessee, Cadott Family Restaurant. You will be happy you stopped in for a meal. Thank you to all of our patrons.

Cari Nitz

Cari Nitz | Manager – Cadott C-Store | 715-289-3953 | cadottplaza@rivercountrycoop.com

Bloomer & New Auburn C-Stores



Hello from Bloomer Main and New Auburn C-Stores. As time continues to fly and our days get shorter, **sales at Bloomer Main and New Auburn continue to soar.** New Auburn is up almost 20% in 2018.

We would like to thank all our patrons, old and new, that have helped make the first half of 2018 a success. We strive to give our customers great service, which is easy with our friendly customers. Our teams at Bloomer Main and New Auburn look forward to seeing all of you. Let's make the rest of 2018 amazing.

Amy Dyrch

Amy Dyrch | Manager –
Bloomer Main St. & New Auburn C-Stores

Bloomer Main St. C-Store

715-568-2343 | bloomerstore@rivercountrycoop.com

New Auburn C-Store

715-967-2171 | newauburnstore@rivercountrycoop.com

Bloomer Shop



Hello from the Bloomer Shop. **Let's talk tire pressure.** Keeping the tires of your car properly inflated will bring you many benefits. It can result in your tires wearing evenly, prolonging their life and improving the fuel economy. It will also save you money. With appropriately inflated tires, your car will have better handling, a more comfortable ride and dependable traction. The pressure of your tires must be set according to your car's owner's manual. Tire pressure should be checked in the morning before you drive your car, and is affected by temperature differences. **Your tire pressure will drop when the temperature is cold and rise when the temperature is warm.** It is important to check the pressure of your tires when the season changes. Use a good-quality gauge, and keep one in your glove box. Newer model cars are now equipped with a tire pressure monitoring system (TPMS) that will automatically alert

the driver when a tire's pressure is low. So if your tires need replacing, you need car repairs, auto parts, and gas, or guns, stop by and see us. We will be happy to help. Check out our auto parts store!



Seth Welle

Seth Welle | Manager – Bloomer Shop | 715-568-2170 | bloomershop@rivercountrycoop.com

Chippewa Falls C-Store



It has been a busy and successful summer. The excessive heat has increased business. Pop, water, and sport drinks were top sellers. Music Fests, Fair, and Fat Far brought in new customers. Propane sales for cooking maple syrup, campers, and travelers were great. **Our deli continues to grow.** We offer new selections all the time, along with our old standbys. We had a register upgrade along with the credit card chip reader. We are continuously looking for ways to improve our store and increase sales.

I would like to thank all of our patrons, old and new. They are the reason for our successful summer. Our staff has changed some this year. I would like to welcome new employees and thank the long term employees for their hard work and dedication.

As we look ahead to fall, we are busy planning for holidays, going back to school, football, and cooler weather. It's my favorite time of the year. Thank you for the continued support.

Donna Sommer

Donna Sommer | Manager-Chippewa Falls C-Store | 715-723-7005 | chippewastore@rivercountrycoop.com

Eau Claire Travel Center



Hello from the Eau Claire Travel Center! We have had an excellent summer, business has been great! We are looking to bring more local products in the store this coming year. **Our vast array of local cheese and meat sticks have been doing wonderfully and we would like to expand our local and Wisconsin based items.**

Our Hot Stuff Deli has been doing great in sales, and remember we are open for business 24 hours a day, 7 days a week. We prepare our pizzas and sub sandwiches with fresh ingredients, just for you! Call ahead, and we can have your order ready for you when you arrive. For a nice cool treat in the heat, you may want to indulge in one of our 8 flavors of hand-dipped ice cream cones, or a F'real shake, they are 2/\$6 all summer long!

Our travel center is a one stop place to go. We enjoy our customers from near and far! I am excited to see what the new year will bring!

Lacey Howard

Lacey Howard | Manager – Eau Claire Travel Center C-Store | 715-874-0290 | eauclairestore@rivercountrycoop.com

Prairie Farm C-Store



Hard to believe we are through half of 2018 already. Thanks to all who helped make it a great success. Hope you all are enjoying the warm weather. It sure does beat all the snow we had that took forever to go away.

Our deli is staying extremely busy with lots of pizzas being made every day. Bakers dozen are still one of the favorites, baking 8-10 dozen cookies every morning. With the hot summer days, what could be easier than calling in your order for a pizza? We also do breakfast pizzas starting at 5:00 am Monday-Saturday.

Keep using your rewards card and remember Terrific Tuesday is 5 cents off a gallon! We appreciate all our loyal customers.

Looking forward to the 2nd half of 2018. Before you know it, fall will be here along with football season,

GO PACKERS!

Julie Salsbury

Julie Salsbury | Manager – Prairie Farm C-Store | 715-455-1490 | prairiefarmstore@rivercountrycoop.com

Gilman C-Store



I was very excited to have the opportunity to become the manager of River Country Co-op in Gilman. Gilman is such a warm and welcoming community! I have enjoyed meeting so many wonderful customers. Also, I have some pretty amazing co-workers. Everyone has been so helpful with my questions and with helping me in my new role as manager. I have never had such an amazing team of co-workers and people who work together to succeed. I look forward to many successful years in providing great customer service and meeting new people. I strive to provide customers with a great shopping experience whether it be with the products they are looking for or a pleasant employee to help them and let them know we are happy to see them and appreciate their continued patronage.

Davalyn Meinen

Davalyn Meinen | Manager – Gilman C-Store | 715-447-5746 | gilmancstore@rivercountrycoop.com

Eau Claire 3rd Street & Ferry Street C-Stores



Greetings! The remodel is done at Ferry St. **We have gotten a lot of positive comments from the customers.** It's the biggest remodel in the 20 years I have been there! We now have Hot Stuff products in the store. Our deli business is up 30%.

We enjoyed the added business with the music festivals, three in six weeks!! I have a good crew. Stop in and see our remodel. I'm sure we have what you need. Thank you to my staff and customers for making the store a success. See you soon!

At Third St. sales are great. We have a lot of groceries and supplies available. Thank you to our customers who grace us with their presence every day, sometimes several times a day!!

Our car wash is up and running. A convenient place to get the dirt off! The rewards program continues to do well. We have a lot of redemptions for milk, pizzas and Monster energy drinks.

Looking forward to seeing you soon. Enjoy the warm and sometimes hot weather!

Pam Weichert

Manager – Ferry Street & Third Street C-Stores

Third Street C-Store

715-835-2003 | thirdstcstore@rivercountrycoop.com

Ferry Street C-Store

715-832-0045 | ferrycstore@rivercountrycoop.com

Boyd C-Store



Hello and greetings from Boyd. Thank you to all of our patrons for your business and support. Sales are doing well and volume in gas diesel are up.

The summer has been steady and strong in Boyd. **We continue to bring in fresh new products while maintaining the staple items like milk, bread, and eggs. We now have a condensed version of Hot Stuff for our patrons that includes sausage and ham croissants, breakfast burritos, cinnababies, pizzas, cheeseburgers and crispy and grilled chicken sandwiches.** The open air cooler is stocked with cold items for those hot days or just a quick grab and go snack.

For the fun side of things, we have brought in rubber band wooden toy guns, bunch o' balloons (water balloons), novelty stepping stones, mugs, novelty stickers, and much more. We carry insect repellent, charcoal, and everything you need for around the campfire or those grill outs. For bright sunny days we have sunglasses and sunscreen. We still have adult beverages from single cans to 30 packs and a variety of liquor.

Thank you again for your patronage and we look forward to seeing you again to catch up on all the local happenings and doings.

Jeremiah Taylor | Manager – Boyd C-Store | 715-667-3595 | boydcstore@rivercountrycoop.com

Cornell Country Store



Hello from the River Country Cornell store. Hope everyone is well this year.

We have your fall needs for your lawn and late season food plots. We still have a supply of mulches, soils, fertilizers and lawn lime to keep everything looking great. We also have a wide variety of pesticides to help with Asian beetles, flies, spiders and ants. Mosquito and tick spray is also available.

We are carrying a wide selection of quality bird seed. We have gardening supplies including gloves, hand shovels and garden hoses. We will also have new products like lip balm.

Summer Animal Health

We have a large quantity of barbless wire at a super price. Give me a call or stop in. Buck Forage Oats are now available. We have fly spray and a variety of controllers for your livestock, horses and cattle.

Bow & Gun Hunting

Already thinking about happy hunting? Fall will be here in a heartbeat, the seasons come faster every year. Don't forget we fill portable propane tanks for those hunting cabins, right here on sight! We continue to have a large inventory of guns, crossbows and ammo to meet all your hunting needs and target practice. If I don't have it on hand, I will order and have it in a few days.

So with that, everyone enjoy the summer we have left and get ready for fall.

Terry Scheidler | Manager – Cornell Country Store | 715-239-3173 | terrys@rivercountrycoop.com



Hospitality



29 Pines

Wisconsin comfort. This is what the management team of 29 Pines Restaurant, Sports Bar and Conference Center bases our business model off of. From comfort food to drinks, we know what Wisconsinites crave. **Our dining room menu is filled with homemade delights using Wisconsin ingredients, a favorite being our Ellsworth Cheese Curds!** We



are also well known for our mouth watering FRESH never frozen burgers! Our current menu offers 12 burgers with a wide range of toppings. Another NEW favorite is our All You Can Eat Wings! And our most POPULAR item is our Weekday & Sunday Lunch Buffet! It includes our famous broasted chicken, potato, vegetable, 2 soups and 40 item salad bar. ALL HOMEMADE!

Don't forget to leave room for a drink! **Coming this fall to our Sports Bar is a NEW beer tap system featuring 12 varieties of cold beer!** Including locally brewed favorites!

Did you know we cater? 29 Pines has a full catering menu to assist with your off-site functions like family get-togethers, baby showers, graduation parties or corporate events. Whatever the occasion, let us do the cooking while you have the fun! Contact Lilly at 715-874-2900 x102 for more details.

Sleep Inn & Suites

Our updated guest rooms have gotten a lot of attention from our guests! The positive comments of our Refresh Remodel have been fun to hear! We love listening to our guests tell us how well they slept and how great their visit was. I have had many calls from guests, once they are home, asking "what kind of mattress do you have? I've never slept so well. I want one!" It puts a smile on my face each time!

The hotel also prides itself in our home-like atmosphere we provide. Much like our neighboring 29 Pines restaurant, we want our guests to feel welcome and comfortable during their stay with us. We treat them like family. I have been told many times how enjoyable a stay was due to the one on one, personal service they received.

Financially, we are having a great year in 2018. Sales revenues are up 5% and we are showing a nice profit at 6 months of operation. July-October are our busiest months in terms of revenue, so we look to add to our bottom line during those months. Our occupancy is around 80% on most days, so we are very busy with our 3,000 people staying at our hotel in the month of July alone. We project a profit at our year end which helps the Co-op's bottom line.

Whether you have an entire weekend to be a hotel guest or just enough time for a quick lunch, we invite you to experience the hometown Wisconsin amenities 29 Pines and Sleep Inn & Suites Conference Center has to offer.

See you soon!

Stacey Bunkelman

Stacey Bunkelman

VP Hospitality

715-874-2900 x107

sleepinn@rivercountrycoop.com



Sales & Event Marketing



Hello from the new kid on the block! My name is Brooke Brokaw and I am your new Sales and Marketing Coordinator for the Sleep Inn and Suites and 29 Pines Restaurant and Sports Lounge.

To give you some background on myself, I am originally from Hudson, Wisconsin, and received

my Bachelor's Degree from the University of Wisconsin—River Falls with a major in journalism and emphasis in communication studies. Growing up, my grandpa owned his own carpet cleaning business. From a young age I saw the importance of developing rapport with customers, never being afraid to make conversation with a stranger, and how to put in a hard day's work. That exposure to new faces and new conversations carried with me into my adult years and lit the flame of passion I have for connecting with people and developing meaningful relationships. While at UWRF, I held three different internships that led to my ultimate goal of working in the sales and marketing field. Right out of college, I was offered a marketing position with a large company in Eau Claire, so myself, my fiancé, Corby, and our chocolate lab, Timber, packed up the truck and moved to Eau Claire! After two years, I decided to change my career focus which led me to River Country Co-op.

I began my career with River Country Co-op in May, and what an exciting time it has been so far! It feels like each day is a new adventure, but always with the same goal: How do we take care of the current customers we have, but also bring in new business? One way I have worked to accomplish this goal is by trying to join every possible networking group under the Chippewa Valley sun. I have also been paying weekly visits to current customer accounts and stopping by businesses in the Chippewa Valley that we don't currently work with, but that could lead to potential revenue. **We have also expanded our off-site catering menu to continue to diversify our services.** If you pop by our Facebook or Instagram pages, you will also see our pages are incredibly active and we interact with thousands of people on a weekly basis.

I feel extremely fortunate that I get to work for this company, because in the last few months I have had more opportunities and have gotten to meet more people in the Chippewa and Eau Claire area than I ever thought possible.

I am excited to see where this journey will take me!

Brooke Brokaw

Brooke Brokaw

Sales and Marketing Coordinator
715-874-2900 x141

sleepinnsales2@rivercountrycoop.com

Banquet Center



This year has been a year of change at 29 Pines Restaurant and the Sleep Inn & Suites Conference Center. We added new staff to our management team. I must say it's been refreshing.

We are working hard together and getting better each day.

The restaurant and the lounge are doing great. Stop by anytime for lunch or a drink after work. **We have had weddings almost every weekend since May, keeping us very busy.**



With our new carpet and the new ceiling draping, our ballroom looks amazing. **We have been busy booking more events and weddings for 2019.** We have

about 22+ weddings so far. If you know of anyone that is getting married, **please send them my way.** Right now we're trying to fill up February and March. We have off season pricing and some great deals we are offering.

We are also getting ready for the holiday season and fall wedding fairs coming up. We are booking up fast for the holidays.



Our Thanksgiving brunch is coming up in November. Have your Thanksgiving with us!

Stop by and see us anytime.

Lilly Daemu
Lilly Daemu

Event Coordinator
715-874-2900 x102

sleepinnsales@rivercountrycoop.com



Graphics & Marketing



Hello from the creative side of things!

I continue to market the wide variety of services and products that our Co-op offers you through almost every media source possible. This last year, we have been more active on Facebook, offering various giveaways multiple times a month, along with **exclusive specials through our text message marketing**. The specials you receive via text are only offered to those who participate in the program, so sign up today!

Our River Rewards program through the Cenex C-stores not only offers free products after accumulating points with every purchase, you can now participate in the **Pizza Club!** Buy five personal size pizzas and get one free. This is available at any of our locations with a Hot Stuff deli.

If you have exchanged your 20# LP tank lately, you may have noticed that we now have coupons attached as an added bonus. Some of these coupons are good for the Sleep Inn & Suites hotel and 29 Pines restaurant, while others are good at the C-stores.

It has been a work in progress, but we now have a **new mobile-friendly River Country Co-op website!** Please take the time to navigate our new site and see what we all have to offer you. The goal of this new website is to have a more user-friendly interface for all our customers to access their accounts, view our products and services, contact us with questions, see what upcoming events we have going on and keep up to date on our latest projects and advances.

As a company, we know it's important to be present in all the communities that our c-stores and facilities reside in. For example, we have fuel trucks or tractors pulled in parades, fair booths, donations and food drives held throughout our trade territory.

Make sure to visit with your propane drivers to get a 2019 calendar this fall! We will have the smaller recipe calendars, tractor calendars and our custom River Country Co-op calendars coming out in November. Some calendars will also be available at our main office in Chippewa Falls.

Have a wonderful rest of your summer, and enjoy the warm weather before it's gone!

Lisa Hardy

Lisa Hardy

Graphics & Marketing Specialist
715-723-2828 x105
graphics@rivercountrycoop.com

NOW GET SPECIALS BY TEXT TOO!

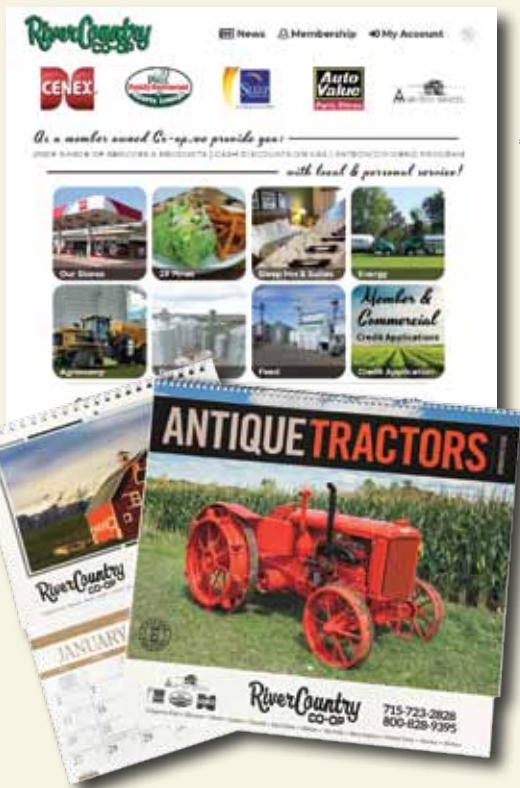
Enroll today & receive
\$1 OFF
your gas/diesel purchase*

*One time use only. Minimum purchase of \$5. Valid up to 3 days after signing up.



Bloomer	=	RCCBLM1
Boyd	=	RCCBOYD
Cadott	=	RCCADOTT
Chippewa Falls	=	RCCCF
Eau Claire	=	RCCEC
Gilman	=	RCCGIL
Jim Falls	=	RCCJF
New Auburn	=	RCCNA
Prairie Farm	=	RCCPF

Choose your favorite C-store location from the list and text the appropriate corresponding code to the number 51660.



Hawkins/Swoboda Memorial Scholarship Winners!



Zach Harms

Zach graduated from Bloomer High School this year and intends on continuing his education at UW–Madison this coming fall. He plans on majoring in Farming Industry Short Course, taking classes in Dairy Heard Management. Zach decided that UW–Madison would be a good fit not only because a family friend enjoyed it there, but the program he’s seeking is fairly quick. He plans on taking over the family farm that his great grandfather started in Jim Falls after graduating college. In his spare time, some of the things Zach enjoys are hunting deer and 4-wheeling.

Parents: Larry & Sharon Harms



Austin Henneman

Austin graduated from Bloomer High School this year and will continue his education at the Chippewa Valley Technical College. He is currently employed at A-1 in Bloomer working on heavy equipment and diesel lines which he enjoys. Austin intends on continuing a career at A-1 after receiving his Diesel Technician degree from CVTC. In his spare time, Austin enjoys farming and working on restorations.

Parents: Amy Durch



Mackenzie Jensen

Mackenzie graduated from Colfax High School this year and plans to attend the University of Wisconsin-La Crosse this fall. She chose UW–La Crosse because it’s the best school for her major and she likes the location. Mackenzie plans to major in Biology and hopes to be working as a CNA in the La Crosse area in the next five years. In her free time, Mackenzie enjoys running, traveling, hiking and spending time with family and friends.

Parents: Jim Jensen



Olivia Kressin

Olivia graduated from McDonell High School this year and plans on continuing her education at a Catholic college, St. Edwards University in Texas, this fall. While attending a family wedding in Texas, she randomly visited the school and fell in love with the overall atmosphere. Olivia will major in Biochemistry which she will eventually use in the pediatrics or neurosurgery fields. She enjoys doing a wide range of volunteer work and spending time outdoors participating in activities like kayaking, rollerblading and swimming.

Parents: Matthew & Michele Kressin



Jessica Sikora

Jessica graduated from Cornell High School this year and will attend the University of Wisconsin-River Falls this coming fall. She chose UW–River Falls due to the good rate of Ag teachers that graduate from their program as well as being closer to her sister who also attends college there. Jessica plans on majoring in Agriculture Education and minoring in Beef & Dairy Sciences. She is the youngest daughter of a 3rd generation farmer and would love to share her agricultural knowledge by teaching at the high school level after graduation. When not working, Jessica enjoys archery and is very involved in the 4H program.

Parents: Gary & Eileen Sikora



1080 West River Street
Chippewa Falls, WI 54729



like us.



River Country Co-op



Sleep Inn & Suites



29 Pines

Co-op Philanthropy



Donation to Cadott High School funding new scoreboards



Donation to Stanley High School to support the state of the art greenhouse built to develop the agricultural department and give kids the opportunity to learn plant science hands-on

Supporting the Big Brothers Big Sisters of Northwestern Wisconsin at the annual Bowl for Kids' Sake event



Donation to the Dallas Area Ambulance Service in Prairie Farm



Cases of water donated to Gilman, Prairie Farm and New Auburn school districts