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Address



Spring 2013 Newsletter

***Mark Your Calendars:
August 4 & 5!***

With individuals from all aspects of the beef industry present, we hope you will be able to join us for our customer appreciation event as we explore opportunities in the beef industry. Mark your calendars for this year's Summer Event, set for August 4 and 5. We will be providing a more comprehensive schedule in our summer newsletter as the event draws closer. Feel free to contact us with any questions regarding the Summer Event!

Welcome AgInfoLink Customers

By: Jordan Mueller

From all of us at Samson, we would like to welcome AgInfoLink USA's customers. We hope that the transition will be as smooth as possible. If you have any questions or concerns, please do not hesitate to contact us. We look forward to working with you in the future.

Since you are new to Samson, we thought we would provide you with some background information on our company. Samson was started by Scott Mueller as a feedlot and crop production operation in 1986. In 2001 we added a commodity brokerage and currently have three brokers on staff. In the Fall of 2005 we started working with the export verification programs, in particular NHTC. Shortly thereafter we became a Process Verified Program with claims for Age & Source, Non-Hormone Treated Cattle (NHTC), Never Ever 3 (Antibiotic-Free), and Vet Quality Assurance (VQA).

We have grown substantially over the years, however, we still pride ourselves on having excellent customer service and support. As many of our customers can attest, there is rarely a time we are unavailable (that includes weekends and holidays).

We look forward to getting to know you in the future and encourage you to attend our Samson Summer Event in August if you have the time. Also, if you are ever in the area, we hope that you stop by and visit us.

Special Program Highlights - VQA & NHTC

VQA

The Vet Quality Assurance (VQA) program continues to yield positive results for ranches and feedlots alike. A 2011 Pfizer study showed that VQA tagged calves brought, on average, \$2.63/cwt on a 5 weight basis than similar animals.

From the ranch perspective, the VQA program offers a visually branded tag which provides feedlots an assurance of three things: The calves are Age & Source verified; a veterinarian has certified that a 4-Way Modified Live, 7-Way Clostridial, Pasturella, and Dewormer have been given; and that the calves are from a Beef Quality Assurance (BQA) certified ranch.

From the feedlot perspective, seeing the VQA orange tag in the sale barn or on the video auction means that you can be rest assured that the calves have been vaccinated and well cared for coming off the ranch.

NHTC

The NHTC program continues to remain strong with exports to the European Union remaining stable. For many producers this market offers additional marketing opportunities. To qualify, in addition to being Age & Source verified, the calves must be free from hormonal growth promotants (which include MGA, implants, Optaflexx, and Zilmax). A common falsehood associated with the NHTC program is that you cannot feed rumensin. This is incorrect. The use of rumensin is perfectly fine for calves enrolled as NHTC.



Referral Program

NHTC & NE3

Over the years, the Samson-AgInfoLink program has had great success of growing by word of mouth marketing. As a way of thanking our customers for their contribution to our continued success, we are introducing an NHTC/NE3 referral program.

If you refer a new customer for either the NHTC or the NE3 program and your referral receives approval, you will receive \$100 off your next NHTC or NE3 audit.

If you have any questions, please contact Jordan at 402-606-4096 or jordan@samson-inc.com. Again, thank you for being a valuable part of the Samson-AgInfoLink program.

Markets

By: Jordan Mueller

Grain Outlook

When it rains, it pours. While all of us will certainly take the moisture, it does not come without problems. Soil temperatures remain well below yearly norms and planting has been delayed to a record level. Recent corn planting estimations show just 5% of the corn crop planted, which ties 1984 for the slowest start on record for planting progress.

As we get farther along, more acres will likely shift to soybeans or preventative planting, making both new crop and old crop futures volatile. One of the side effects of the delayed planting is a smaller than expected addition to the tail end of old crop supplies. This will likely cause an increase in May and July corn contracts.

Old crop contracts appear to have the most support for the time being with little farmer selling and high domestic demand. Foreign demand may pick up, which could mean an upside for old crop contracts. With some consultants estimating up to 5 million in unplanted corn acres, there will certainly be room for improvement in prices.

Cattle Outlook

The cattle market is poised to have a run up into the spring/summer months as domestic demand is likely to increase. Feeder cattle will likely be tied to two factors, corn prices and cutout prices, which will potentially limit their upside. For feeders, the short term trend appears to be down. However, with a rainy spring and pasture improvement, more heifers are likely to be retained, which should boost the market. If you have questions on hedges, options, or general strategies, please call Scott, Sara or Jordan at 402-606-4096.

Compost

By: Scott Mueller

The last weekend in April, Len Janssen delivered four loads of compost to the Columbus Area Chamber of Commerce for their landscaping project. They are



also working with Kelly Lant, UNL Extension Specialist, to develop “green-scaping” around their

new building. People are always amazed how long the benefits of adding compost into the soil last. Typically Kentucky bluegrass is the grass of choice for homeowners, but the Chamber elected to use buffalo grass to conserve water and reduce the mowing frequency. I am anxious to see how the project turns out.

Next fall we will be changing our approach when recommending the amount of compost to be applied on fields. Since we started in 1995, we have always suggested 2 ton per acre on fertile soils to meet all the non-nitrogen needs of the upcoming crop. With the increased amounts of by-products being fed to cattle and improving our composting techniques, we are finding that our nutrient levels in the compost keep climbing. Since we updated our spreader truck this last year we will be able to improve our ability to variable rate the applications based on the nutrient analysis. Therefore, starting this fall, we will begin to apply compost by your desired P-K rates. We will also begin pricing our compost at 85% of the N-P-K-S-Zn value. By doing this, we will be able to deliver a consistent and value-added fertilizer to your fields.

PLEASE NOTE THAT THERE IS AN INHERENT RISK OF LOSS ASSOCIATED WITH TRADING FUTURES AND OPTIONS CONTRACTS EVEN WHEN USED FOR HEDGING PURPOSES. PLEASE CAREFULLY CONSIDER YOUR FINANCIAL CONDITION BEFORE INVESTING IN FUTURES AND OPTIONS CONTRACTS. FUTURES TRADING IS NOT SUITABLE FOR ALL INVESTORS. WHEN INVESTING IN THE PURCHASING OF OPTIONS, YOU MAY LOSE ALL OF THE MONEY YOU INVESTED. WHEN SELLING OPTIONS, YOU MAY LOSE MORE THAN THE FUNDS YOU INVESTED.

Samson, LLC Acquires AgInfoLink, USA

AgInfoLink, USA and Samson, LLC are announcing the acquisition of AgInfoLink, USA by Samson, LLC effective April 1, 2013. The core vision of Samson-AgInfoLink, USA, a Columbus, NE based company, will be to continue to develop agricultural services and systems that provide exceptional value for their customers. By combining the resources of the two companies, Samson-AgInfoLink, USA customers will be able to capitalize on a larger network of beef organizations, veterinary clinics, auction markets, ranches and feedyards. This network will focus on value opportunities that require identification and traceability as key components for export and domestic beef markets.

An example of this networking is the industry leading “Veterinary Quality Assurance” program. A 2011 Pfizer study identified an additional \$13.35 per head for cattle that were VQA brand verified. The VQA brand designates 3rd party verification of vaccinations, Beef Quality Assurance, ranch of origin and age. Other services include Non-Hormone Treated Cattle (NHTC) for the EU market, the Never Ever 3 (Antibiotic-Free) for verified natural programs, risk management services and environmental quality documentation.



Customer Spotlight: Nunley Brothers

Nunley Brothers, a cow/calf ranch based out of Sabinal, Texas is quite familiar with the process verified program. Bob Nunley remembers AgInfoLink testing software at his ranch when the company started its PVP program in 1997. Nunley Brothers began as an Age & Source operation with AgInfoLink. Shortly after AgInfoLink added the NHTC program, Nunley’s upgraded to NHTC.

Nunley Brothers is family owned and operated, and began with Bob’s grandfather, who raised mainly steers. It has now evolved into a cow/calf operation, with multiple locations in both Texas and New Mexico. This Hereford/Angus operation sells their steers via video, and also has a bred heifer sale in the fall, which is done through Superior Livestock. Nunley’s also do some small grains farming.

We look forward to doing business with and getting to know Nunley Brothers, as well as all of the new AgInfoLink USA customers.



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