



LOOKING AHEAD



By Nick Alderson, CEO

We at CBH are thrilled to start a new year together, not only with staff, but also with our customers. 2020 was, to say the least, unforgiving to nearly everyone across the globe. Despite a number of challenges, we're proud

to say we came out swinging and stronger than ever. Something we at CBH take pride in is our ability to persevere. Challenges may arise at any moment, but we are always ready and willing to overcome them. It's a new year, but our mission remains the same; to serve the ever-changing needs of our patron/owners with timely delivery of quality products and services at competitive prices, while efficiently utilizing cooperative resources to provide a local net savings that will service the financial needs of our cooperative.

We utilize available cooperative resources to help ensure that our customers are satisfied with their experience when visiting our c-stores. Through our friends at Cenex®, we've successfully completed the Halo Image upgrade at our Gillette Country Store location. Their new program, Halo Image, has seen our canopy completely revitalized with brand new lighting and signage upgrades.

Additionally, Cenex has another program to offer: the LIFT (Lighting, Image and Facilities Transformation) Initiative.



Cosmetic issues inside the Sturgis location are next on our list for the remodel.



Gillette Country Store's canopy receives a facelift, courtesy of Cenex's Halo Image upgrade.

Beginning in early February, renovations at our Sturgis location will see our convenience store undergo a full revitalization, both inside and out. This means a complete update to our interior, providing our customers with more than just a place to fill up. Following the completion of these improvements, Sturgis will have a full kitchen/deli area complete with your favorite Piccadilly foods. Looking ahead, all of our c-store locations will see upgrades being implemented.

I've talked a lot about our upgrades in technology in the past year. Not only did these additions allow us to meet government, industry and insurance regulations, but they have allowed us to take great strides in terms of efficiency. Through our incorporation of Energy-Force™ — an energy management software used for propane, and soon refined fuels, distribution — deliveries have been running smoothly. Additionally, we've incorporated a series of complex tank monitoring systems that work hand-in-hand with our energy management software to notify our system when a delivery is needed, and a truck is dispatched accordingly. These have become especially beneficial for tanks that are high volume users or more difficult to predict than most.

When comparing our scheduled delivery statistics of the previous year, we've seen an increase of 48 gallons per delivery in our 500-gallon tanks from December

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Peace of Mind

Start tracking your fuel levels and usage history right from your smartphone for just \$50 per year. Leasing the tank monitor from CBH CO-OP and accessing the app enables you to track tank levels in real time, set custom fuel-level alerts, view your usage history and contact us at the press of a button.

For more information on staying on top of your energy usage, call Frank Robbins at 605-342-4964.



Consider this card

If you operate more than one vehicle on your farm, ranch or business, you should seriously consider the Cenex® Voyager Fleet Card. In addition to the rebate program, the card provides detailed tracking reports of expenses and mileage for each vehicle tied to a card. There is no annual fee and the card is accepted at more than 230,000 locations nationwide.

View the benefits yourself by going to www.cenex.com/cards/fleet.

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2019 to December 2020. With our 1000-gallon tanks, we've seen an increase of 90 gallons per delivery within the same time frame. We are more than proud of these numbers, and we're glad to have been able to make these remarkable improvements thanks to our newly implemented technology. Despite our progress, we know we're capable of doing even more. At CBH, we're

proactive, not reactive, and will continue to install these monitoring systems on more tanks in the near future.

We're always looking for new ways to better serve you. As we kick off 2021, our customers can take comfort in knowing that CBH is working diligently to make sure we provide the best possible service we can.

Taking Advantage of the Market



By Todd Reif, Director of Ag

CBH CO-OP has done more than our fair share of market research. We can help our patrons to better understand when and how much they should be buying to ready

themselves for the upcoming seasons.

We've learned that soybean supply is going to be tight, with the possibility of having the supply chain interrupted. Processors will be incorporating DDGs to compensate, which we all know is a more expensive option. CBH CO-OP has solutions to help mitigate these potential worries. Buying in one or two-month consumption blocks, as well as buying before summer, can help to establish a steady supply at a known cost. We now have access to locally-sourced sunflower and flax meals beginning this

February, and our CBH nutritionists can help you work substitute products into your rations.

Let's also note that plant food and fertilizer are also continually increasing in price. CBH CO-OP can help you get these prices locked in now. Don't hesitate to reach out, we're here to help you build your best plan.

Don't forget to take advantage of our 6% discount on all seed offerings through March 15, 2021. We welcome our patrons to stop in for a visit or to pick up the phone and call your local experts.

Brandon Hofer, 605-490-0742

Todd Reif, 605-490-9768



Brandon Hofer

Leveraging Our EXPERTISE

CBH CO-OP is proud to announce that we will be expanding our livestock expertise to include that of ruminant small animals (RSA). Our staff is very knowledgeable, and we are building on that foundation to further strengthen our customer service opportunities. Plans are in the works to hold RSA producer meetings that will give our patrons access to

a high-end nutrition consultant, vet resources, mineral education, animal health knowledge, and so much more. You can contact your local CBH feed manager anytime to help you answer questions that you may have.

Looking ahead, CBH continues to strive for excellence when it comes to serving our patrons needs throughout 2021 and beyond.



Digital Done RIGHT

Digital communication is something that can never replace the in-person service that we provide to our feed and agronomy patrons. However, in today's world, it is a valuable way to relay timely and pertinent information to our customers without putting anyone at risk. Through our text communications we provide advice, market insights, and opportunities that can save you money.

These communications allow our patrons to take care of business before the spring rush and secure their product before in-season pressures can take hold. Sending these communications comes with a promise: they're concise, specific to a customer's needs, and won't contain an overwhelming amount of information.

If you haven't already, please call us or visit us at any of our locations to set up your own digital communications contact with us. We're confident it will be nothing but beneficial to your needs.

Welcome to the Team

CBH CO-OP Belle Fourche Feed & Ag is proud to introduce our new Feed Manager, Justin Simenson.

Growing up on a couple of ranches across Montana, Justin was introduced

at an early age to the ranching world. He spent his previous five years at a local co-op in Montana as a nutrition consultant before taking on his current role as feed manager. Since starting at CBH, Justin has shown an aptitude of knowledge and customer service, giving us more than enough confidence in him to assist our patrons with anything they may need. Feel free to reach out to him with any questions or concerns at 605-347-1649.



Justin Simenson



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SPRING PROMOTIONS

Keep an eye out for current promos by following us on Facebook, as well as visiting the News & Community section of our website cbhcoop.com.

Scholarship Deadline

Scholarship deadline is March 1, 2021. You can find the form at cbhcoop.com/scholarship

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(2 - 5 liter jugs)
of select pour ons
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2021 SPRING PROMOTION

Save \$32 per ton through March 14th
Save \$24 per ton March 15 - April 18th

Available at Belle Fourche Feed & Ag
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and Union Center
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