



INSIGHT NEWSLETTER

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What Would You Showcase?

In just a few days, Heartland leaders and sales teams will spend time talking about the people, work and progress happening across our co-op. But the real value comes from bringing those conversations back to our locations and teams, sharing what we learn and finding new ways to keep moving forward together.

So here's a question to think about: If you had to show or tell someone outside of Heartland one thing that represents the best of who we are, what would it be? Maybe it's the people you work with, the way you take care of customers, the value you bring to your community or the work happening at your location. Whatever it is, it's worth recognizing.

Because when you put all those things together, they're what make Heartland worth showcasing. And that's what ONE Heartland is all about: bringing all those people, places and efforts together to make us stronger as a co-op.

Employee Anniversaries

First 40 hours

Rebecca Day
Zach Benevento
Allison Brown
Philip Creese
Noa Rojas
Grace Thomas
Beth Abbas
Brayden Flock
Elyse Overton
John Bruening
Brady Verbrugge

1 year

Brian Zephier
Andrea Sander
Dustin Evans

5 years

David Hall
Dustin Stoner

10 years

Richard Moyer

15 years

Leah Ray
Jim Von Dolteren



The Board of Directors recently toured the Iowa Tidal Grow facility.

AGRONOMY DEPARTMENT

Article by Chris Behrens

Agronomists Are Getting Aggressive with Seed Sales

At Heartland Co-op, we have a great opportunity to grow our seed business this season—and our agronomists are getting after it. They are contacting existing customers and prospects now. Starting conversations about their seed plans before buying decisions come.

Heartland Advantages

- Great traditional brands like Brevant and Croplan
- A new seed brand coming on board soon
- Strong price discounts in the works
- 1.99% financing
- Growers who purchase seed will receive \$40 per ton savings on NH3

The goal is simple: start the conversation early and be ready when the buying decision comes. By getting in front of growers now, our agronomists can learn what they are planning, understand their needs, and show them where Heartland Co-op can bring value.

Let's work together and have a great seed season across Heartland Co-op!



- Agronomists are proactively reaching out to customers and prospects now to discuss seed plans before buying decisions are made.
- Heartland Co-op offers strong advantages including trusted brands (Brevant, Croplan), competitive price discounts, 1.99% financing, and \$40/ton NH3 savings with seed purchase.
- Starting conversations early allows agronomists to understand grower needs and demonstrate Heartland's value before the buying window closes.

GRAIN DEPARTMENT

Article by Kade Mahler



USDA provided for a relatively bullish August report especially as it relates to corn. Lowering the nation yield from 183 to 180.70 and taking the carryout for this upcoming crop down 137M to 1.653B. Compound this with the continue Russia Ukraine war and a possible El Nino risk to South America, it sets up Iowa / Heartland for great opportunity with Iowa leading the way in corn yield at 216 according to USDA.

Beans were relatively natural with modest adjustment to the yield and carryout. However, China continues to be a buyer of US beans keeping them well supported along with extremely good domestic soy crush margins.

What Location?

- a. Millerton
- b. Neola
- c. Traer
- d. Lincoln
- e. None of these

SCAN ME!



Learn more about
the location here



ENERGY DEPARTMENT

Article by Nick Hyde

Summer winding down signals the fast approach of Harvest and Fall fieldwork. During this time, equipment maintenance becomes crucial. Heartland Co-op's packaged oil sale offers discounts on top-tier brand lubricants.



They are engineered specifically to handle heavy-duty agricultural workloads, many times exceeding standard manufacturer specifications to keep machinery moving smoothly when it matters most.

August 1st. Through September 30th. promotion includes price cuts for several products.

- **Engine Oils:** Advanced formulas designed for maximum soot control and high-temperature protection in diesel and gasoline engines.
- **Hydraulic Fluids:** High-performance oils engineered to maintain consistent pressure and prevent system wear under heavy stress.
- **Gear Lubricants:** Heavy-duty gear oils built to protect gearboxes and differentials operating under extreme shock loads.

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CONSERVATION

Article by Nolan Grove

Hagie High-Clearance Cover Crop Seeder

The Hagie seeder provides producers with an opportunity to incorporate cover crops into their operation without waiting until after harvest. Earlier establishment can help improve cover crop growth and provide benefits such as improved soil health, increased water infiltration, and reduced erosion.

Applications for the Hagie High-Clearance Cover Crop Seeder will begin in late August. This service allows cover crops to be interseeded into standing corn and soybean fields before harvest, giving cover crops additional time to establish, extend their growing season.

The program provides producers with a valuable opportunity to incorporate or expand cover crops in their operation.



Interested in the Hagie High-Clearance Cover Crop Seeder?

**Contact Nolan: 515-971-8278 or
Courtney: 515-218-3820 to learn more.**



FEED DEPARTMENT

Article by Garrett Billington

Tyson's Joslin Closure and the Cattle Market

Tyson Foods' closure of its Joslin, Illinois, beef packing plant is creating concern across the Midwest cattle market. With roughly 3,000 head of daily slaughter capacity removed, cattle feeders could face fewer bidding options, longer hauls and increased pressure on local cash prices.

The closure comes at a time when cattle supplies are historically tight, making packing capacity and competition for finished cattle especially important.

While tight supplies continue to provide underlying support for cattle prices, the loss of a major regional buyer could create wider basis differences and increased volatility. Producers will be watching closely to see how quickly other packers absorb the cattle previously marketed through Joslin and whether reduced competition translates into weaker bids. For cattle feeders, transportation costs and access to multiple packers may become even more important in marketing decisions.

Heartland Co-op remains committed to supporting the cattle industry and its producers through these shifts. Whether it's providing reliable feed solutions, market insight or hands-on service, our goal is to help cattle producers navigate uncertainty and keep their operations moving forward.

