

WEST CENTRALTM

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ABOUT US

West Central, based out of Willmar, Minnesota, is a true full-service wholesale distributor of farm inputs, including fertilizer, crop protection and adjuvants. That's the basic definition of who we are, but we're also so much more. We boast a wide-range of business functions and solutions including:

- Crop nutrient sales
- Crop protection
- Logistics
- Trucking
- Product capacity
- Fertilizer storage
- Technical support
- Custom seed treatment
- Trade credit

So whether you're looking to speak with a technical specialist to discuss an in-depth soil, plant or product issue, or need an expert to help dive into products, sales forecasts, and purchase programs—we can help.

OUR PHILOSOPHY

We help farm retailers build their business without competing against them, and we've been doing it since 1974. Things have changed a lot since that time, both in agriculture and within West Central, but much has remained the same. Back then, Dale Engan started West Central from a garage with a bank loan and a few rented trucks. Now, we distribute in 23 states and can store over 5.2 million gallons of bulk chemicals in warehouses across the United States.

Through that growth, our commitment to operating at the wholesale level and working directly with customers has only continued to grow. We're the go-to source for crop input advice, business planning, sales training and have experts on staff who can speak to agronomic issues and trends.

OUR INNOVATIONS

Currently we carry a wide range of chemical products from all the major manufacturers, plus several fertilizer, adjuvant, biological and specialty seed products.

We also offer three fertilizer products called Redline[®], Soygreen[®] and Copper-Field[™] that are formulated like nothing else on the market. Each of these fertilizers are chelated with the purest, most highly concentrated chelate that exists, ortho-ortho EDDHA—and each have been shown to increase plant health, vigor and yield.

This chelate, exclusive to West Central, is called Levesol, and is the only pure chelating agent on the market that can be mixed with liquid fertilizer and applied in-furrow to improve the availability of nutrients both in starter fertilizer and the soil.

OUR PARTNERSHIP

In 2011, we began to see an increase in the use of crop inputs used in-furrow, or placed in the seed furrow at planting time. Our own research shows us that using products in-furrow contributes to early plant development, increased plant health and vigor, and increased yields.

To meet the industry need for more education about the growing in-furrow trend, in 2013 we partnered with BASF Corporation, FMC Corporation and Nufarm to begin the Leaders of In-Furrow Technology (LIFT) initiative. LIFT increases awareness about in-furrow application to retailers, growers and crop consultants.





PROPRIETARY PRODUCTS

Over the past few years our Product Development team has created some unique fertilizer and adjuvant products. The brands are just beginning to make names for themselves in the marketplace, and we hope they continue to be a valuable asset for retailers and farmers.

Fertilizers with proprietary chelating agent—exclusively available through West Central.

Soygreen

REDLINE

COPPER-FIELD

LEVESOL

Soygreen®

Soygreen®

Exclusively distributed by West Central, Soygreen® is an iron formula that treats crops grown in areas with a history of iron deficiency chlorosis. The product is manufactured with the purest, most highly concentrated form of ortho-ortho EDDHA chelate in the industry. This unique chelating agent keeps iron within the mixture soluble for plant uptake and makes other nutrients available to the plant.

In both university and large field trials, Soygreen has been proven to prevent iron deficiency chlorosis in susceptible soils, while boosting soybean yields elsewhere by an average of 7.7 bu/A.

REDLINE®

Redline®

Redline® starter fertilizer has a complete mix of macro and micronutrients that crops cannot fully access unless placed intimately with the seed as an in-furrow application. The product also contains the purest, most highly concentrated form of ortho-ortho EDDHA chelate in the industry. This chelate keeps nutrients within Redline from binding to negatively charged particles in the soil, making them available for uptake. Redline has also been shown to make additional nutrients already in the soil available to crops.

Redline is exclusively distributed by West Central and is an industry-leading product in preventing phosphate imbalance.

COPPER-FIELD™

Copper-Field™

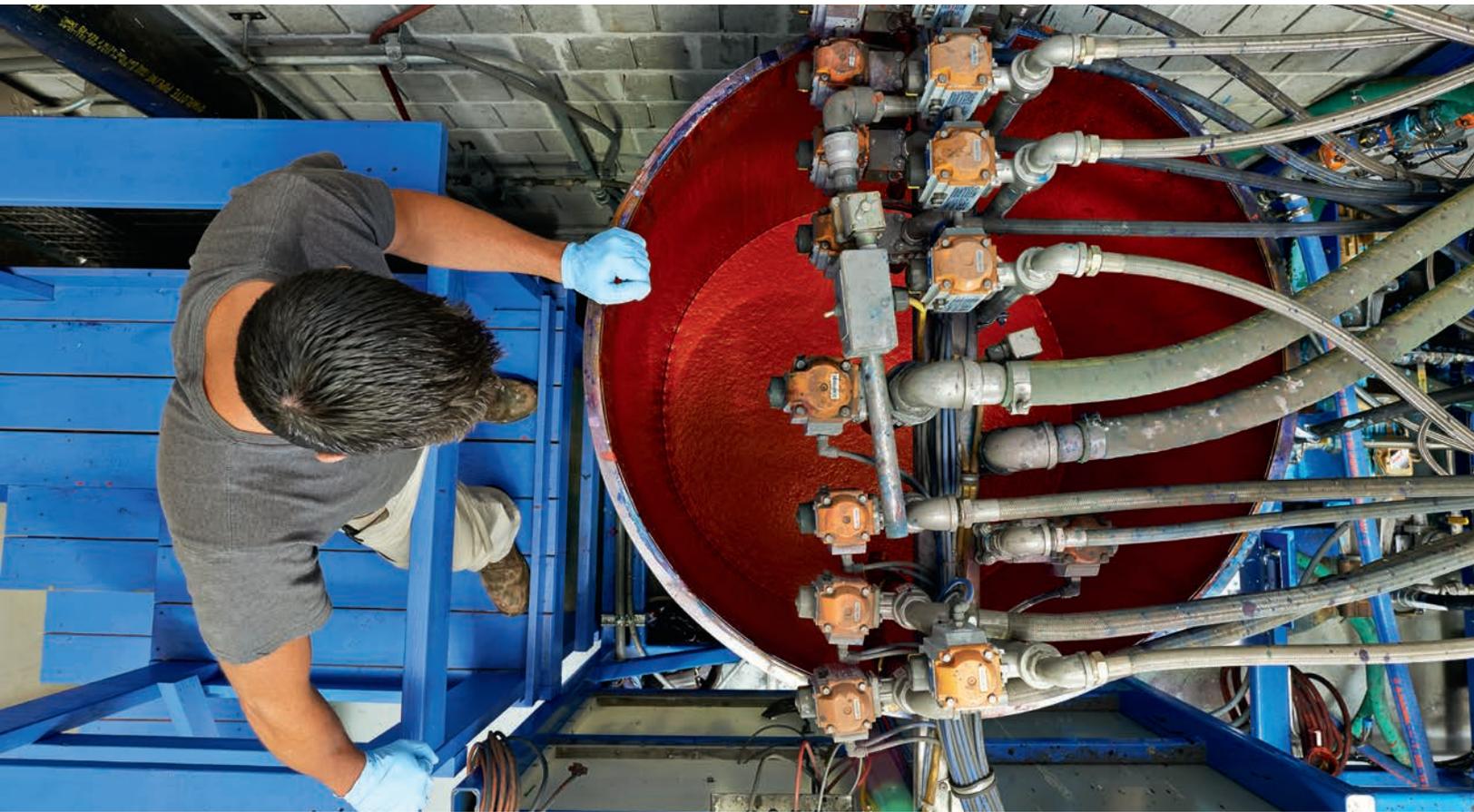
Copper-Field™ is a foliar liquid fertilizer containing nitrogen and micronutrients developed for wheat and cereal crops. The product contains the highest industry concentration of ortho-ortho EDDHA chelate, which accelerates absorption and translocation.

In addition to maximizing yields, Copper-Field enhances structural crop strength, strengthens disease resistance capabilities and increases chlorophyll production for photosynthesis.

LEVESOL™

Levesol™

Levesol™ is the only pure chelating agent on the market that can be mixed with liquid fertilizer and applied in-furrow. The product's unique formula keeps micronutrients in soluble form and prevents them from binding with active nutrients, such as phosphorous, to increase overall nutrient efficiency. Levesol also improves crop health by increasing overall micronutrient solubility and translocation.



ADDITIONAL OFFERINGS

STI *Customized*

STI Customized

STI Customized, an exclusive service from West Central, provides “ready-to-use” custom blended seed treatments to retail seed treating locations. Products are professional mixed to meet customer’s needs and arrive directly to the retail site ready for immediate use.

This service eliminates mixing time and errors, reduces retailer staff time, decreases carryover inventory and allows the exact number of units needed. STI Customized also allows retailers the choice of the best actives for their customers.



Rendur™

Adjuvants and micronutrients have evolved from recommended inputs to required additives. And the ones that work best are those that fit your application and your situation.

Rendur delivers the most important input you can apply on a farm: knowledge. West Central provides in-depth product knowledge and industry leading insights to help ensure sound input allocations year after year. Both growers and retailers are encouraged to reach out whenever they need help finding the right mix.

BIOGRAPHIES



Josh Nuytten, Director of Proprietary Business

Josh Nuytten leads the team that develops, labels, markets and sells the proprietary brands for West Central. Josh graduated with a bachelor's degree in agricultural business and has been in the crop protection business for 16 years in various roles across the Midwest and Plains states. Josh is committed to serving the needs of ag retailers and has served on various state association boards.



Brian Kuehl, Product Development Manager

Brian Kuehl joined West Central in 2000 to start its product development department focused primarily on adjuvants, nutrients and crop protection products. A certified crop advisor, he has been an active member of agronomy societies and served on committees such as the Advanced Crop Adviser's Workshop committee. He also served as director of the North Central Weed Science Society. Brian holds a Master of Science in crop and weed science from North Dakota State University. His areas of expertise include crop protection products (herbicides, insecticides, fungicides), adjuvants and agricultural fertilizers.



Steve Roehl, Data and Research Analyst

Steve Roehl joined West Central in 2010 with nearly 20 years of experience in agriculture research, consultation and sales in the sugar beet and seed corn industries. He is responsible for providing scientific analysis and incorporating literature reviews and the scientific method into the research that is conducted on West Central products and technologies. Prior to joining West Central, Steve spent 15 years with the Southern Minnesota Beet Sugar Cooperative. He earned a Master of Science in weed science from North Dakota State University. His areas of expertise include plant nutrition and weed science.



Blake Murnan, Seed Treatment Specialist

Blake Murnan is responsible for leading product development of seed treatments, inoculants, biologicals and stored grain management. His key focus is STI Customized, a custom seed treatment blending service provided by West Central. Prior to joining West Central in 2005, Blake spent 14 years working for a major agricultural distribution company. Blake holds a Master of Science in entomology from the University of Nebraska. His areas of expertise include seed treatments, inoculants, entomology and micronutrients.