

# *Sunrise Ag Service Company* **Overview**

November, 2011



# Who is Sunrise Ag?

# Employee Team

- 190 Full Time Employees
- 50 Part Time Employees

# Total Company Sales

- 2002           \$ 80,000,000
- 2007           \$143,757,691
- 2008           \$257,202,973
- 2009           \$262,872,699
- 2010           \$210,866,129
- 2011           \$275,061,870

# Agronomy Division

- 7 Locations
- Year 1 \$31,272,611
- Year 9 \$76,569,576
- Total increase of **\$45,296,965**
- 2011 Plant Food Tons: 99,768



# Grain Division

- 6 Locations
- Year 1 \$ 32,128,669
- Year 9 \$129,094,107
- Total Increase of **\$96,965,438**
- 2011 Bushels: 20,708,093

# Transportation Division

- 40 Semis
  - 15 Owned
  - 25 Leased
- 17 NH3/LP Trailers
- 6 Fuel Trailers
- 28 Grain Hopper Bottoms
  - 6 Owned
  - 22 leased
- 9 Dump Trailers
  - 1 Owned
  - 8 leased
- 2 Van Trailers
- 15 Liquid Solution Trailers

# Energy

- 3 Fuel Locations
  - Year 1 \$15,572,012
  - Year 9 \$57,474,577
  - Total Increase of **\$41,902,565**
  - 2011 Gallons: 19,188,837
- 5 LP Locations
  - Year 1 \$2,362,665
  - Year 9 \$5,386,296
  - Total Increase of **\$3,023,631**
  - 2011 Gallons: 3,420,923



# Retail

- 2 Country Plazas
- Valley Irrigation
- Grain Bin Sales and Service
- 4 C-Stores
- Year 1 \$ 8,956,021
- Year 9 \$ 6,198,660
- Total Decrease of **\$2,757,361**

# Joint Ventures

- Fulton FS
- Western Illinois Feeds (WIFF)

# L.L.C.'s

- Illinois Safety Alliance
- Crop IMS
- American Inland Port
- Imperial Valley Terminal

# Producer Finance

- 2008 \$36,778,569 Million Approved Volume
- 2009 \$50,781,690 Million Approved Volume
- 2010 \$54,900,044 Million Approved Volume
- 2011 \$65,670,187 Million Approved Volume
- Crop/Hail Programs – ADM Crop/Risk Services

# Grain Marketing

- Field Marketers
- Crop/ Hail
- Agrivisor
- Other

# Imperial Valley Terminal

- 28%/32% Bulk Fertilizer Storage
- Bulk Fuel Facility
- Dry Plant Food
- Grain



# Grain Operations



# Fertilizer Operations



# Bulk Plant Food



**Tons of product received in**

- 2008 68,680 tons
- 2011 64,201 tons

**Tons of product shipped out**

- 2008 53,986
- 2011 97,279

# *Grain*

- Imperial Valley Terminal
- Havana



**2008: 12.0 Million bushels put through facility**

**2011: 18.3 Million bushels put through facility**

# One Stop Shop...



# For All The Farmer Needs!



# Vision

To be the leader in every market we serve by delivering unmatched customer value and servicing it with superior operating capability and efficiency.

# Mission

To improve the profitability of the member-owners that we serve.



# Values:

Engage in member-owner and strategic partner relationships that bring the best value proposition for all parties.

# Strategic Direction:

- To expand and grow profitability in and beyond our core business divisions.
- To pursue strategic partner alliances that profitably support our core business divisions.
- To pursue strategic alliances that support the cooperative system and vision.

# Drivers of Structural Change

- Multi-national competition
- Need for access to capital for growth
- Need for access to capital for company operations
- Human resources
- Generating appropriate ROIC

How do we reinvent Sunrise Ag to be strategically positioned to differentiate ourselves in the marketplace?

# How has Sunrise Ag changed:

**Change.....**

Re Think

Re Invent

Re Position

Authors: Leo Hopf/William Welter

# How has Sunrise Ag changed:

**Change.....**

Diversification

- Positioned for multiple “touches”



# How has Sunrise Ag changed:

**Change.....**

Strategic partnerships

- Grain (CHS)
- Banker (CoBank)
- Plant Food (Multiple)
- Energy (Growmark)

# How has Sunrise Ag changed:

**Change.....**

Risk Management

- Energy, agronomy, grain marketing programs
- Manage volatility
- Manage working capital

# How has Sunrise Ag changed:

**Change.....**

Producer finance

- Collateral/security
- Glue that ties our divisions together

**Thank You!!**