

The
Answer
Is
“Yes!”





The Answer Is "Yes!"

The future of farming in New England is very clear.

There will be fewer farms in the next decade, and farming operations will become larger.

A major shift away from standard feed formulations will occur, as tailoring of custom formulations to available forages becomes the rule, rather than the exception.

Knowledge of advances in nutrition research will be critical to every farm operation, and good management practices will mean the difference between success... and failure.

The family farm will still exist, but the small operator will need the same services provided to larger agri-businesses in order to continue the New England farming tradition.

New England Feeds is committed to the future of farming in New England, and has long been taking steps to assure the region's farmers that high-quality, competitively-priced feeds will always be available, along with an unsurpassed level of service and knowledge.

Can New England Feeds provide you with exactly the right formulation needed to maximize your production, at a price that will help increase your profits, and maintain a level of service that other suppliers can only hope to match?

The answer is "Yes!"



The Answer Is "Yes!"

The future of farming in New England is very clear.

There will be fewer farms in the next decade, and farming operations will become larger.

A major shift away from standard feed formulations will occur as tailoring of custom formulations to available forages becomes the rule, rather than the exception.

Knowledge of advances in nutrition research will be critical to every farm operation, and good management practices will mean the difference between success... and failure.

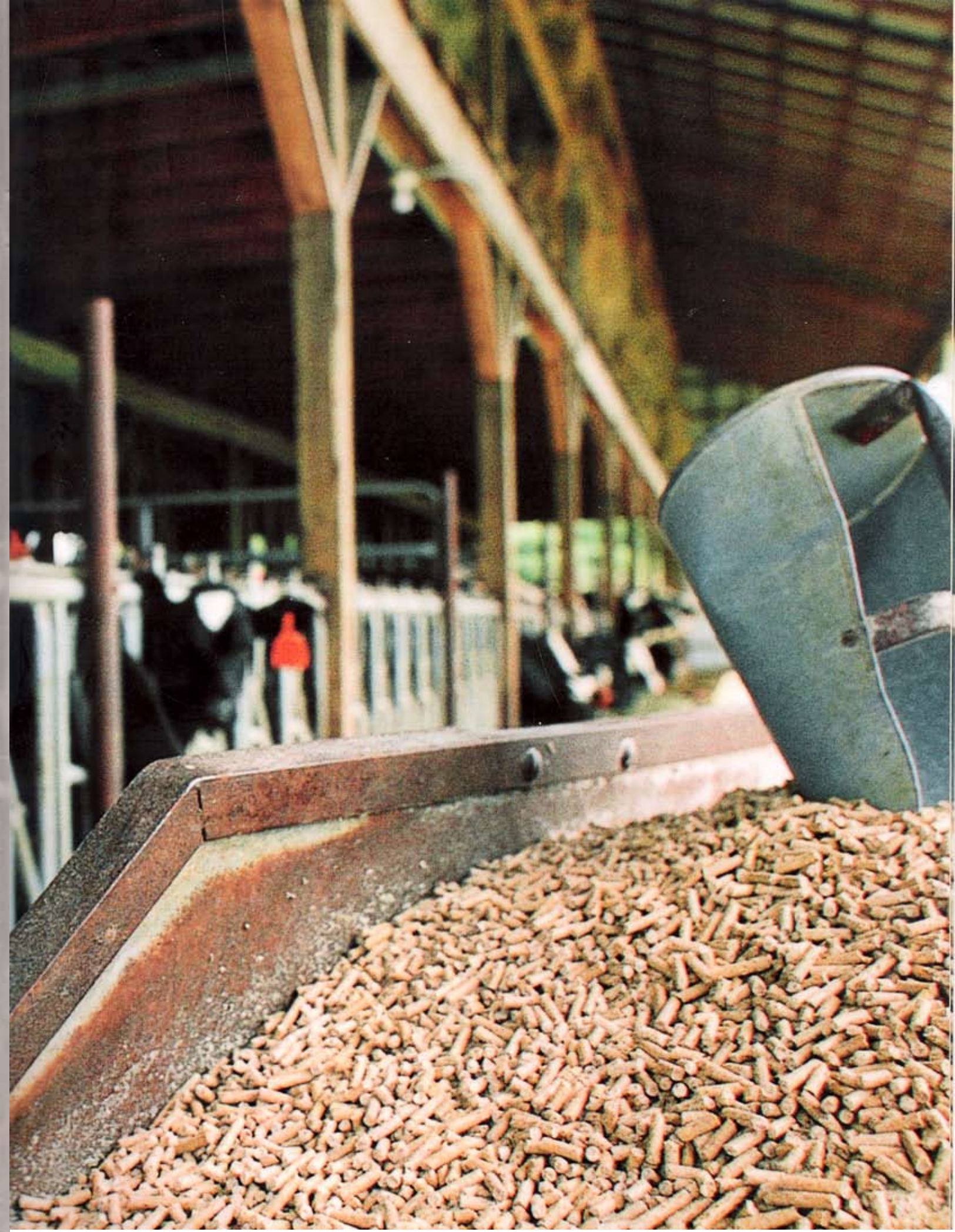
The family farm will still exist, but the small operator will need the same services provided to larger agribusinesses in order to continue the New England farming tradition.

New England Feeds is committed to the future of farming in New England, and has long been taking steps to ensure the region's farmers that high-quality, competitively-priced feeds will always be available, along with an unsurpassed level of service and knowledge.

Can New England Feeds provide you with exactly the right formulation needed to maximize your production, at a price that will help increase your profits, and maintain a level of service that other suppliers can only hope to

match?

The answer is "Yes!"





"We are a company that will do whatever we can to get and maintain your business."
— Joel Quinones, Controller

Our Name Says It All.

"Our name says exactly who we are, where we are located, and what we do."

— Don Upton, General Manager

New England Feeds manufactures and distributes feed from milling operations throughout New England. These mills combine modern computer technology and sophisticated electronic control systems with highly skilled professionals, to assure optimum feed quality.

New England Feeds manufactures pelleted, mash and crumble-type feeds for most major classes of livestock, including poultry, dairy, turkey, sheep, beef and swine.

The primary goal of New England Feeds is to provide products of excellent quality and consistency, delivered when expected, and priced competitively, while providing exceptional customer service and support.

Customer satisfaction is our foremost responsibility. Being highly responsive to the needs of our customers, we efficiently and effectively supply the products and services which meet or exceed their expectations.

We believe our commitment to quality, innovation and customer satisfaction distinguishes New England Feeds as a leader in the feed industry.

A Dedication to Quality.

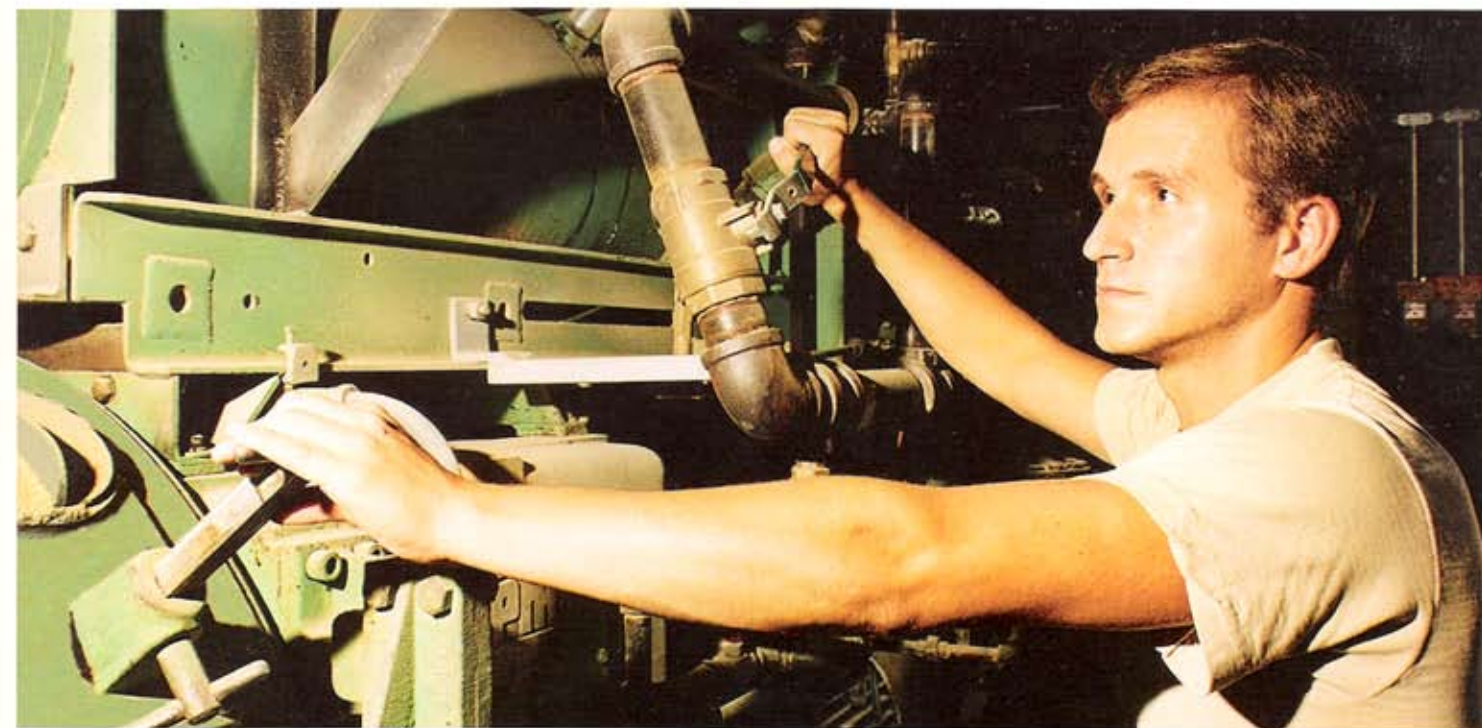
"We are a feed supplier committed to quality... Quality of formulation, quality of production and delivery from our mills, and quality of service from our sales personnel in the field."

— Gordon Smith, Director of Sales & Marketing

The primary concern of New England Feeds is that every customer get the finest quality feed, formulations and service from pellet to palate.

We use only the highest-quality ingredients, formulated at state-of-the-art facilities. Our team approach and conscientious attention to quality control assures that all feed is produced to achieve maximum performance.

Because we are based here in New England, we can be much more responsive to your needs, and to constant changes in market conditions, nutritional advances and profitable feed management. We are able to make policy changes today and implement them tomorrow for the benefit of our customers.



Quality Feed Is Just The Beginning.

"We are a leader in the industry, having taken strides ahead of the competition. We should be the feed company of choice for a quality-minded producer."

— Rick Francis, Director of Operations

To become your feed supplier of choice we must produce the highest-quality products which are designed to meet your specific needs. As the number of farming operations shrinks, so will the number of feed suppliers. Only the best will survive.

There are certain characteristics of feed that constitute quality: palatability to the animal; production, in terms of how many pounds of milk or dozens of eggs it produces; the physical texture of the feed and how well the pellets hold together.

From the moment ingredients enter the mill, to the time finished products are loaded onto trucks for delivery to your farm, New England Feeds are made to be the best you can buy.

All ingredients coming into our mills are purchased from approved suppliers. Since crop conditions vary from year to year and region to region, we are always aware of what effect conditions may have on the quality of the ingredients we intend to purchase.

At the mill, ingredients are vigorously inspected for appearance, color, aroma, uniformity, and freedom from contamination. Once our quality control requirements have been met, the ingredients are tested on-site for moisture, bulk density and texture.

As a further precaution, all incoming corn is subjected to a highly sophisticated testing system to assure the absence of aflatoxin and mycotoxin contamination.



"We buy the best possible ingredients, and are acutely aware of any problems that might be present in the commodities we look at."

— Wilho Myllymaki, Director of Purchasing





"You should have absolute confidence in purchasing product from New England Feeds, because of our commitment to quality."

— Rick Francis, Director of Operations

Zero Defects— A Standard, Not Just A Goal.

"Our Zero Defect Policy guarantees that when feed is delivered to your farm, there will be no problem with it. No problem with it in terms of formulation, consistency, or palatability. New England Feeds will perform up to your expectations."

— Gordon Smith, Director of Sales & Marketing

Feed quality and performance are your top priorities. They're ours, too. So we take every possible step to ensure the quality of New England Feeds, at the mill, on the truck, and in your feed bins.

During milling operations, pelleted feeds are routinely monitored for pellet quality, durability and uniformity. They are cooled, then screened to remove fines and stored in bins to allow the pellets to harden or "cure," assuring optimum quality.

Samples of each feed production run are also retained in the mill for several weeks. These are compared day-to-day for consistency in appearance and uniformity.

Using a sophisticated computer system, New England Feeds can trace all feed runs, from the moment feed is formulated, all the way through the production process. The exact quantities of every macro and micro ingredient that go into the formula are known.

The feed is visually inspected during the manufacturing process. It is inspected again during the loading process just prior to leaving the mill. A final quality check is made at the farm before being augered or being blown into your bin. If problems of any kind are detected, the delivery process is stopped and deviations are corrected. All this ensures that every load of feed to the farm is of the highest quality.



A Formula For Your Success.

"We'll need to continue to produce feeds that are customized to meet the needs of producers in the dairy and poultry industries."

— Wilho Myllymaki, Director of Purchasing

The need for custom formulations is expected to double within the next three to five years, as more farming operations match supplements with available forages to increase production. New England Feeds is capable of providing these formulations now.

The majority of poultry farms are using custom formulations today, and that trend is likely to carry over to dairy herds as well.

We already have a dominant share of the poultry feed market in New England and are therefore positioned to provide the custom formulations required by dairy farmers in the future.

In New England, there's a diversity of available feedstuffs. What is appropriate in Maine might not work in New Hampshire or Connecticut. So we customize feeds to accommodate the individual needs of the farmer.

Unlike other companies, whose programs blend current standard formulations together to come up with what they call a custom feed, New England Feeds blends specific ingredients in measured quantities to achieve the nutrient profile desired for each particular herd.

The result is a truly customized formulation, designed specifically to produce the results you want for your particular herd.



"We truly customize feed formulas for the farm. It is one of the primary benefits of doing business with New England Feeds."

— Dan Heon, Technical Support Manager



"We have re-defined the position of the sales representative."

— Dan Heon,
Technical Support Manager



"The primary goal of the feed desk is to get the correct feed order to the customer on the day and time he requests."

— Patty Fietz, Receptionist



"Customer service and satisfaction is one of the primary goals of New England Feeds."

— Joel Quinones, Controller

We Deliver Service.

"A farmer has many responsibilities to deal with on a day to day basis. A major part of our responsibility as his feed supplier is to assist him in making profitable feed-buying decisions through our wide range of technical support services."

— Gordon Smith, Director of Sales & Marketing

New England Feeds is a customer-focused company. We give you an absolute commitment to service, something you may not get from other feed companies, and that is a company-wide commitment.

As such, our delivery people, sales representatives and staff at the feed order desk represent the front line of the company. They have the most contact with you, understand your challenges, and can do the most to assure your satisfaction.

We carefully select and thoroughly train every employee and make sure that they all communicate effectively with you and with each other. In this way, we can be sure that you get what you need, when you need it, at a competitive price.

All of our sales representatives are experienced professionals, committed to a high degree of customer service and satisfaction. In addition, they are highly-trained field nutritionists. We also have consulting specialists in the field to assist you with many aspects of farm management.

They routinely take forage samples for analysis by independent labs. They are also equipped with modern portable computers using sophisticated ration balancing programs to make reliable and cost-effective feeding recommendations. DHI records are also routinely accessed, to monitor herd health, mastitis, reproductive and lactation performance. Our technical support and farm management services are available to farms of all sizes.

Our drivers are a critical adjunct to our sales effort, committed to offering excellent customer service and satisfaction. They are carefully selected and thoroughly trained to not only deliver product on time, but to be aware of any concerns you may have, and report those concerns to the feed order desk.

If for some reason, you receive a load of feed that is not up to your expectations, it is the policy of New England Feeds to immediately address the situation. Even if it means replacing the feed.

As an additional quality control measure, we retain samples of feeds that are manufactured and distributed so that we can send them out for analysis if you have some concerns about herd health, production, or some other aspect of your feed management program.



Stan Moreau, Manager, Auburn, ME Mill

The Price Is Right.

"New England Feeds is positioned to be the highest-quality, lowest-cost producer of feed in New England."

— Rick Francis, Director of Operations

Any number of factors can affect the price of feed at the farm. Keen awareness of market conditions that determine purchasing decisions, efficient operations and quantity discounts all play a part in the price you pay.

New England Feeds is the one feed company best prepared to meet the challenges that drive prices up.

We are strategically located in the center of New England's largest dairy and poultry markets. This allows us to service farms very efficiently. All our nutritional services are located here, allowing us to make changes in a matter of hours.

And we long ago made the commitment to our feed mills allowing us to produce an extensive variety of standard and custom feed formulations with a minimum of start-up or down time between runs.

As a result, New England Feeds is very price competitive.



Shawn Connor, Manager, Fitchburg, MA Mill

The Answer Is "Yes!"

We want your business. And we have already done almost everything we can to get it. There's just one step left. Call us.

When you do, a New England Feeds representative will come to your farm, evaluate your operation, analyze your forages, and discuss your particular needs and challenges. We will then prepare a detailed feed formulation that will help you increase production and profitability, at a competitive price. All before you make any commitment to us.

As a New England Feeds customer, when we ask if we've increased your profitability, we're confident we know what the answer will be.





A Message From the General Manager

More than 2 years ago, we began implementing plans to position our company as the foremost producer of high quality feeds for the dairy and poultry industries.

Our goals are to provide products of excellent quality and consistency, delivered when expected and priced competitively, while providing exceptional service and support.

As part of this process, we improved our feed mills in Fitchburg, MA and Auburn, ME. We instituted a "Zero Defect Policy" that assures our customers of the highest quality feed possible each and every time it arrives on the farm.

Our "Customer Satisfaction Programs" which include all New England Feeds employees provide us with the framework to provide ongoing customer service to all of our customers. It's a process that includes not only our field representatives, but the feed desk, the drivers, the mill managers, even the board of directors. We feel that as a New England Feeds customer, you are entitled to outstanding and innovative customer service.

We have also revised our pricing programs so that you can be assured of receiving not only high quality feed, but feed that is priced very competitively week after week.

We feel our new logo and name better describe "who we are", "what we do" and "where we do it." The logo, the look and the name may be new to you, but we want you to know we've been manufacturing feed throughout New England for more than 60 years. In the future, we plan to do it better and to your greater satisfaction.

When a New England Feeds representative calls to see if you're ready to join the hundreds of other profitable producers we serve, remember..."The Answer Is Yes!"



Donald A. Upton
General Manager



A Message From the General Manager

More than 2 years ago we began implementing plans to position our company as the premier producer of high quality feed for the dairy and poultry industries. Our goals are to provide products of consistent quality and consistency, delivered when expected and priced competitively while providing exceptional service and support. As part of this process we improved our feed mills in Lincoln, NE and Auburn, ME. We introduced a "Lean Product Policy" that ensures our customers the highest quality feed possible and every day, give a better price to our customers. Our "Customer Satisfaction Program," which includes all New England Feed's employees results in top customer satisfaction ratings among customer surveys in all of our markets. It's a process that includes not only our feed representatives, but the feed itself. The choice, the mill, the ingredients, even the brand of ingredients. We feel that as a New England Feed's customer you are entitled to outstanding and responsive customer service.

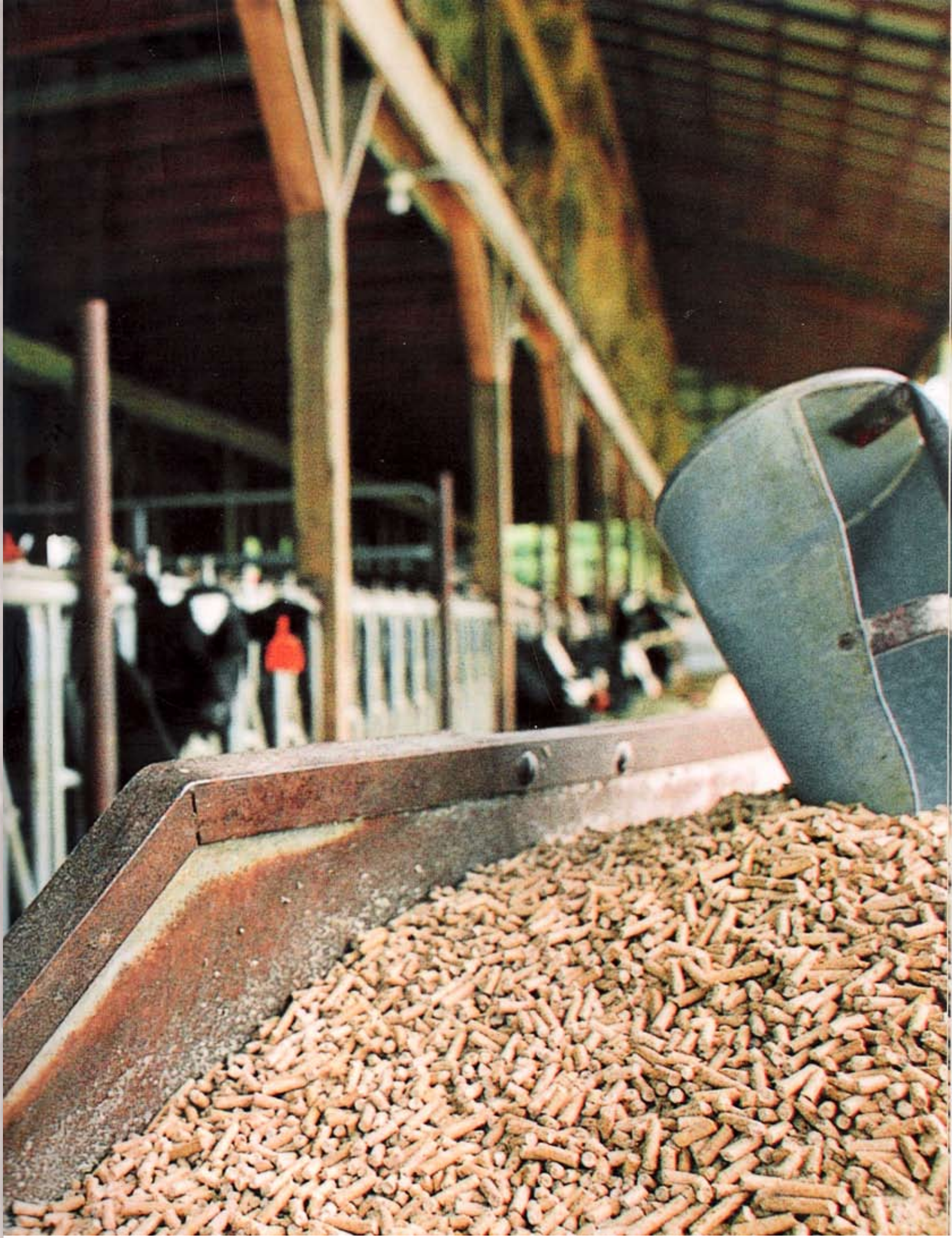
We have also revised our pricing programs so that you can be assured of receiving not only high quality feed, but that it is priced very competitively week after week.

We feel our new logo and name better describes who we are, "what we do," and "where we do it." The logo, the look, and the name may be new, but we want you to know we've been manufacturing feed throughout New England for more than 60 years. In the future, we plan to do it better and to provide greater satisfaction.

When a New England Feed's representative calls to see if we're ready to join the hundreds of other profitable producers we've active members. "The answer is Yes."



Donald A. Upton
General Manager





A Division Of United Co-operative Farmers, Inc.
Twenty-two Kimball Place, Fitchburg, MA 01420
1 800 545-6655