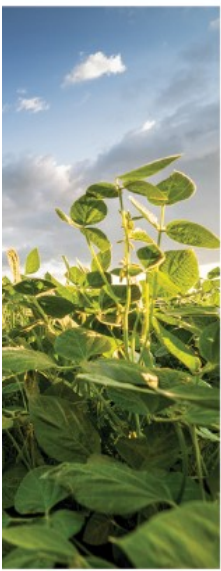


FLORADALE FEED MILL

SEPTEMBER 2022



Monthly Newsletter



Vol 1 Issue 15

When to Harvest?

FROM CHOPPING TO MOISTURE TESTING,
WE'RE HERE TO HELP WITH HARVEST SEASON.

Harvesting too early can result in:

- decrease in starch
- lower yields
- poor fermentation
- silo damage

If harvested too late you get:

- lower fiber digestibility
- lower starch digestibility
- poor packing in the silo



ENTER to win!

Get a free corn analysis from the FFM nutrition team and you'll be entered to win a Moisture Tester.

*Promotion valid until October 30, 2022.

✉ georgem@ffmltd.com ☎ 226-230-1419



So, how do we know the right time to harvest corn silage? Is it ready? Does it need more time? Our team will let you know the optimal time to harvest your corn silage with FFM's free corn analysis. Collect a sample of about 5-6 stalks, we can pick up or you can bring to the mill. From there, we'll chop and test for moisture. Contact your sales representative today for more information.

Floradale Welcomes Dirk Molenaar

SENIOR SALES MANAGER



We are pleased to welcome Dirk Molenaar to the Floradale team as Senior Sales Manager. Dirk's first day at FFM will be September 12th. He will lead and oversee the sales, nutrition, and customer care teams at Floradale. As Dirk assumes his new position, this will allow George MacNaughton to transition into a business development focus and training as he approaches retirement.

Over the past 19 years, Dirk has worked at Norwell Dairy Systems in Drayton. Dirk began as a Sales Representative and progressed through roles with increasing responsibility leading him into Sales Management. Prior to Norwell, Dirk worked for United Breeders in Branch Supply Management, Sales, and as a Field Technician. Dirk grew up on a dairy farm and is a graduate of the Canadian Livestock Management Program at CEEDA. He has recently continued his executive education at the Schulich School of Business. His farming background, industry experience, and relationships in the local agriculture community are a welcome addition to the Floradale team.

✉ dirkm@ffmltd.com ☎ 519-577-0894

BROCHU FAMILY VISITS FLORADALE & PFI

FROM OUR FAMILY TO YOURS

This past month, we gathered as an organization for Town Hall meetings: a time to reflect, strategize how we can best serve you, our customers, and connect as a team.

As you know, Floradale Feed Mill was bought by the Brochu Group, a Canadian family-owned business in 2020. Patrice and family make visiting the mill and connecting with staff a priority throughout the year and joined the team for Floradale's Summer Townhall. The Brochu Group has operated mills across Eastern Canada for more than a century. Starting in 1913 with a general store, the Brochu family started mixing different grains to create feed for his customer's cattle. From there, a passion was born. The Brochu family started to build mills to produce larger volumes and support the family business' growth.

The Brochu's met with staff throughout the day and highlighted how to treat customers and suppliers like our own family and reminded us the power of a family-owned business. We are thankful for our dedicated team and the values that continue to shape our business. Another great reminder that we are rooted in our past & growing in our future.

Pictured at the mill in August 2022, from left to right:

William Brochu, Jean-Pierre Brochu, Marie-Christine Pépin, Guylaine Brochu, Patrice Brochu & Antoine Brochu



AVIAN INFLUENZA UPDATE

SOURCE: MINISTRY OF AGRICULTURE

We continue to head in the right direction, with only 6 control zones remaining the province, all within the York and Markham region. The Primary Control Zone in Wellington County has officially been lifted. Although we see great progress, it is important to stay vigilant in bio-security measures as we look ahead to the Fall season. The autumn season poses an increased risk of Avian Influenza (AI) infection to poultry flocks during wild bird migrations.

Here are a few key reminders to reduce the risk of infection in your flock:

- Require all people entering poultry barns to put on clean footwear and protective clothing and to follow all of your biosecurity protocols each time a barn is entered.
- Minimize visits to other poultry production sites and avoid any contact with outside/wild birds.
- Avoid exchanging and sharing barn or manure handling equipment with other poultry production sites or farms.
- Prevent rodent entry to poultry barns and related facilities.



Amberly Martin
joins the customer
care team.

Meet Amberly. No stranger to the area, Amberly grew up in the village of Floradale and previously worked in customer service at Earldale Meats. Amberly will replace Maggie Lichty, who many of you know from the front office team. Maggie plans to return to school this fall to pursue nursing & will remain at Floradale on a part-time basis. We wish Maggie well and appreciate all her work over the past years. Welcome to the team, Amberly!

MARK YOUR CALENDAR

CANADA'S OUTDOOR FARM SHOW IS BACK



SEPTEMBER 13 - 15

For over 25 years, Canada's Outdoor Farm Show has showcased the newest and most innovative products and technology in agriculture. For 2022, the show is back in a big way and will return as a full-scale in-person event on September 13, 14 & 15. The Floradale team is excited to be back at the show this year! Come and connect with us at Booth 844.

SEE YOU AT THE FLORADALE TENT | BOOTH 844

