



REINCOAT HOLDS GROUNDBREAKING CEREMONY

DESHLER, Neb.—ReinCoat, LLC, a division of Reinke Manufacturing, Inc., held a June 14 groundbreaking ceremony in celebration of its new upcoming \$10 million, 35,000-square-foot galvanizing facility. Reinke President Chris Roth welcomed many members of the Reinke family and special guests that included Thayer County Commissioners Dave Bruning, Chris Frye and Dean Krueger to the ceremony held at Reinke

headquarters in Deshler, Neb.

The new galvanizing facility is expected to add up to 30 jobs to the rural Thayer County area economy and will allow Reinke to bring all galvanizing operations in-house under the ReinCoat division. Construction of the facility, which will feature highly-automated capabilities and environmentally-friendly features, is set to begin this summer and completion is expected by the end of 2011.

BOB BECK JOINS KOCH AGRONOMIC TEAM

WICHITA, Kan.—Koch Agronomic Services, LLC, a subsidiary of Koch Fertilizer, LLC, has added Bob Beck to its team. Beck is joining the business as sales manager, row crops division, and will be based in Wichita, Kan.

Beck brings more than 20 years of experience to the Koch Agronomic Services team. In his role, he will be leading the sales effort to deliver enhanced efficiency fertilizers, including the Nitamin product line, to the row crop marketplace. Beck has extensive experience in sales management, customer focus and service and value-added product growth. He most recently served as business development manager for Arrow-Intechra Group, and previously worked with Compass Minerals International and Great Salt Lakes Minerals Corporation. Beck holds a bachelor's degree in business administration from the University of W.V.

He can be reached at (316) 828-6727 or bob.beck@kochind.com.



NEW LEADER NAMED TO HEAD CROP PROTECTION BUSINESS FOR NORTH AMERICA

RESEARCH TRIANGLE PARK, N.C.—Bayer CropScience announces that Jim Blome has been named as President/CEO and Head of Crop Protection for the North American region, effective July 1. Blome succeeds Bill Buckner, current President/CEO, who will retire from Bayer CropScience at the end of the year.

Blome joins Bayer CropScience from Valent U.S.A. Corporation, which is wholly owned by Sumitomo Chemical Company, where he most recently served as executive vice president and COO. In this role since 2009, Blome led the North American crop protection business and provided oversight to 270 employees, while delivering record sales and profits.

With more than 25 years of leadership experience in agriculture, Blome has held management roles at companies such as Agrilience LLC, FMC Corporation, Agtrol International, Griffin Corporation and Nufarm Limited.



USDA REVISES STANDARDS FOR NO. 1S

Revisions to the grading standards for No. 1 potatoes allow for mixed varieties of potatoes to be packaged together, as requested by grower/shippers and retailers.

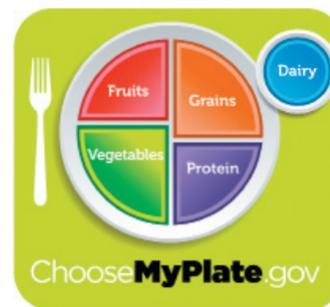
In addition to allowing for mixed-variety packaging, the rule also addresses the scoring guide for sprouts on potatoes. It also clarifies definitions of damage and adds restrictive tolerances for permanent defects.

John Keeling, executive vice president and chief operating officer of the National Potato Council in Washington, D.C., said June 3 that the council was relatively comfortable with the revisions in the final rule.

The final rule on the revisions was published June 2 in the Federal Register and became effective June 3.

UNITED FRESH REACTS TO “MYPLATE”

WASHINGTON, D.C.—MyPlate, the dietary guidance icon released June 2 by the USDA, will revolutionize how Americans conceptualize and plan daily meals, including a landmark recommendation that each meal include half a plate of fruits and vegetables. United Fresh Produce Association and the produce industry strongly support the adoption of MyPlate and the consumer message to “make half your plate fruits and vegetables.”



Last year, United provided input to the USDA and the Department of Health and Human Services on ways to implement the core messages in the new dietary guidelines released in January 2011. In that input, United recommended that USDA and HHS:

- Provide clear, strong, compelling and actionable messages to consumers to increase fruit and vegetable consumption and other necessary dietary changes;
- Use “Half Your Plate Should Be Fruits and Vegetables” to illustrate how many fruits and vegetables children and adults need to eat at every meal;
- Commit to implementing policy and environmental changes that will create healthier food environments and systems-wide approaches.

VALLEY IRRIGATION AND CROPMETRICS PRESENTED WITH NEW PRODUCT AWARD

VALLEY, Neb.—Valley Irrigation and CropMetrics, a Valley Irrigation partner, were presented with the Irrigation Association New Product Contest Award in Agriculture at the 2011 Irrigation Association Show in San Diego, Calif., for Valley Variable Rate Irrigation (VRI) with CropMetrics VRI Optimization Service.

This prestigious award acknowledges the highest technological achievements in the agricultural irrigation industry.

Valley Irrigation and CropMetrics have worked together to truly revolutionize VRI, the patented precision ag technology developed specifically for center pivots. With CropMetrics, growers of any size now have access to the industry's first, and only, data-driven, agronomic VRI management solution. Utilizing the latest precision ag technology with Certified VRI Specialists, the VRI Optimization service applies to any field and crop type that uses center pivot irrigation. Certified VRI Specialists apply powerful, agronomic tools that help precisely match water application depths to soil type, topography, in-season imagery and historical yields. (See July 2011 *Potato Grower*, page 14.)

Visit www.ValleyIrrigation.com, www.VirtualAgronomist.com or email valleyvri@valmont.com.



MCCAIN FOODS LIMITED ANNOUNCES DIRK VAN DE PUT AS PRESIDENT AND CEO

TORONTO—The Board of Directors of McCain Foods Limited announce the appointment of Dirk Van de Put as president and CEO and a director of the company, succeeding Dale Morrison, effective July 1.



The Board of Directors, through the normal leadership review and succession process, recruited and appointed Dirk Van de Put as chief operating officer and a director of the Operating Company Board in May 2010.

Dirk brings to McCain extraordinary global experience gained from more than 20 years in the food and consumer packaged goods industry. He joined McCain Foods from Novartis where he was president of the \$3-billion global Over-the-Counter Consumer Health business. Prior to joining Novartis, Dirk held executive positions with Group Danone and Mars Incorporated. He graduated with a Doctorate in Veterinary Medicine from the University of Gent in Belgium and an MBA from the University of Antwerp. He is fluent in English, Dutch, French, Spanish, Portuguese and German. **PG**

HEMISPHERE GPS ANNOUNCES PARTNERSHIP WITH AGSYNC

CALGARY, Alberta—Hemisphere GPS and AgSync, Inc. announced their partnership and release of HQ Sync—a seamless



bridge between Hemisphere GPS' HQ real-time web-based asset tracking tool and the AgSync work order management system. HQ Sync offers comprehensive agricultural services targeted at saving time and money for agricultural aviation companies.

HQ allows companies to track the position and position-related data of aircraft and other assets, such as spotter vehicles and loader trucks. AgSync uses its latest technology to streamline crop protection and fertilizer application processes. By connecting the two, HQ Sync gives application companies important tools to manage complexities including: communication, application scheduling, state permit reporting, billing, record keeping, regulatory management and asset tracking.

Visit www.hemispheregps.com/hqsync.

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