



Ag Summit Conference December 9, 2010

Indy
Family Farms SM

Transition Considerations

- Open / honest discussion on key attributes
 - Passion and Interest
 - Skills, Education and Expertise
- Match to Needed Roles / Responsibilities
 - Areas that can be filled
 - Gaps
- Clear Description of Job Function / Authority
- Timing: Entry to Ownership

Growing into the Business

- Dad (Rob)
 - Off Farm Partner
 - Participate in finances, lending, major purchases
 - Regular “owner” communication
 - Translate business experience to farm operation
- Sons (Eric and Aaron)
 - Daily activities and near-term planning
 - Stay within agreed roles/responsibilities/authority

Transition



1995



2010





“We are different...in a good way!”

Who are we?



- We are a farm family working together to provide a legacy for future generations, enhance profitability, and to build value in our farming operations



- We are concerned about and committed to our families, our employees and our communities

Who are we?



- Though large in scope, we have a true and deep attachment to our farms, our neighbors, and our local churches, schools and businesses.



- We understand the importance of caring for the land in a socially responsible manner.

Our Focus

Road Map Laid Out for
Doha Round of Trade
Talks



- We also understand the business requirements brought about by a fast-changing worldwide agricultural environment.
- Our farm brings the best of traditional farming attitudes and legacy to the reality and pressures of today and tomorrow's agriculture crop industry.

Focus #1: We exceed landowner expectations



Triple the space!
This gives the area the opportunity to work on multiple pieces of farm equipment when we have to stop work waiting on parts. We have three tractors, two parts pits, and one work area in the shop!

Pace Doesn't Slow during the Winter

The winter of 2015 was by far the best money making time happening here at Tru's Family Farms. The more quiet most of the winter working on our new shop. Right after harvest we started building new benches, plumbing the air lines, wiring lights and heating system for the parking area. By February the shop was ready for action and "equipment work" came through the door. We started on our Stage equipment and more. It was really surprising to see them and the other gear

also to work in a warm shop with plenty of space.

In the winter time, from December to March we worked on our 1,700 square foot office. It is in a separate area within the 50,000 sq ft 110-foot building. After working out of Eric's house for so many years, it is unbelievable that we are all built around it. The office has four offices, a reception area, a conference room and a break room. Our office technology includes a computer and printer network, wireless internet and a

phone system. We finished the system with heating and water so we could use it for parts storage.

Tim and Eric spent all winter preparing our business, getting our new partnership agreements completed and organizing for the new year. Tim and Eric worked multiple hours on the agreement for our new equipment. The "best year" also spent looking over to the situation and pushing some of the assets. It ended up being a very busy winter. **April!**

- Regular communications
- Competitive rents
- Guaranteed on-time cash rent payments.
- Certificate of Insurance
- Field roadside mowing
- Business professional
 - Formal lease contracts
 - 1099's



Focus #2: We have a strong commitment to education and training



- We attend two weeks of business training every year.
- We also attend some of the more than 20 optional training classes.



Focus #3: We have a strong commitment to social responsibility



- Improve the land as we farm
- We use an independent, 3rd party to audit our Environmental and On-Farm Security practices
- Being socially responsible is important to us and is just good business
- It allows us to be socially responsible to you, our neighbors, and the rest of the community



Focus #4: We have strong interactive relationships with other farmers like us



- We share best practices, data, equipment and employees where appropriate
- We help one another when needed and are positioned to share resources



Focus #5: We have a strong commitment to advanced use of technology and intellectual property



- We continually strive for meaningful competitive advantages
 - GPS/GIS
 - Variable Rate
 - Auto Swath/ Auto Steer
- We have been, and continue investing in intellectual property to increase our efficiency, improve knowledge, and assist with communications

Focus #6: We seek out and employ experts

- Business development,
- Human resources,
- Public relations,
- Marketing,
- Accounting,
- Legal,
- Other



We communicate !



World Wide Web



Twitter



Facebook

Our Approach

- While we are committed to family, social responsibility, and the business approach, we also are competitive
- We have built our cost structure to be competitive
- We constantly seek opportunities to grow our business
- We provide our employees with competitive wages, benefits and exceptional work environments

Our Farming Operation is Unique



- We have the best of Conventional Farms' Family Orientation
 - the honor, reliability, tradition, and sense of family and community

- We have the Business Approach of a Mega Farm or Corporate Farm without the inherent lack of focus on Social Responsibilities





Why is this so important?

We believe that only in this way, can true family farming survive, even thrive, for future generations