

Abundant Information

COOP STICKS WITH AGVANTAGE, FINDS SOFTWARE PROVIDES EASY ACCESS TO DATA

When Roger Kienholz joined Crystal Valley Cooperative in 2000 as general manager, the coop was looking to replace AgVantage as its software provider.

But a new management team at AgVantage vowed to keep the seven-location coop as a client and worked to resolve the problems the coop had with the software.

"They made great efforts to modify the software, make it customer friendly, and respond to our needs and desires," Kienholz says. "We've closed the book on looking elsewhere."

Benefits

Information access. The coop, which has used the AgVantage software package since the mid-1980s, hasn't regretted sticking with the software provider, Kienholz says.

Overall, coop employees like the revamped software program's query capabilities in terms of the information they are able to access, he says.

Rosie Chamberlen, grain account-



Crystal Valley Cooperative General Manager Roger Kienholz.

tant for the coop, says the program lets her access information for farmer-customers that would otherwise be difficult to track down.

For example, she can run a proof of yield report that includes every load a farmer brought to the coop or a year-end report that breaks down a farmer's expenses into different categories.

She also can track ticket numbers easily and tell state warehouse examiners how those tickets were resolved.

"It's information that, if you had to sit down and try to find it, would be a very time-consuming project," Chamberlen says.

Other benefits. Kienholz says he also likes that AgVantage software interfaces easily with other programs. The coop's feed mills use different software programs, but they are compatible with the AgVantage system.

Crystal Valley added the e-AgVantage program in October 2003, which allows customers to access account information via the Internet.

"Our customers that use it really like it," Kienholz says. "Employees can use that method to go into customer accounts when they call and access information."

Merger. At the end of summer, Crystal Valley will add three locations, including two grain facilities, as part of a merger. These facilities already use AgVantage software.

"That will make the transition a lot easier," Kienholz says.

Grain Company

Crystal Valley Cooperative

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Roger Kienholz, General Manager

Number of employees: 87

Founded: 1927 as an oil cooperative; grain facilities were added in 1959.

Annual volume: 8 million bushels at three locations.

Annual sales: \$80 million

Crops handled: Corn and soybeans

Services: Seven total locations include grain handling and storage, full-service agronomy, two feed mills, and refined fuels and propane.

Software Vendor

AgVantage[®] Software

Rochester, MN

877-282-6353 • www.agvantage.com

Michelle Blomberg, President

Chuck Bohanon, CIO

Paul Hawes, CFO

Accounting software: AgVantage software

Operating systems: Windows XP, i5, and OS/400

Software options: Grain Accounting, Management Accounting, Point-of-Sale, Agronomy, Energy Management, eBusiness, and Patronage.