

FARMING FOR PROFIT, FOR WATER AND FOR THE FUTURE

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CROPP
COOPERATIVE

FRANTZEN FARM





Proud Member of:

Practical Farmers
of Iowa



Working Together, Always Learning

Frantzen Farm Motto

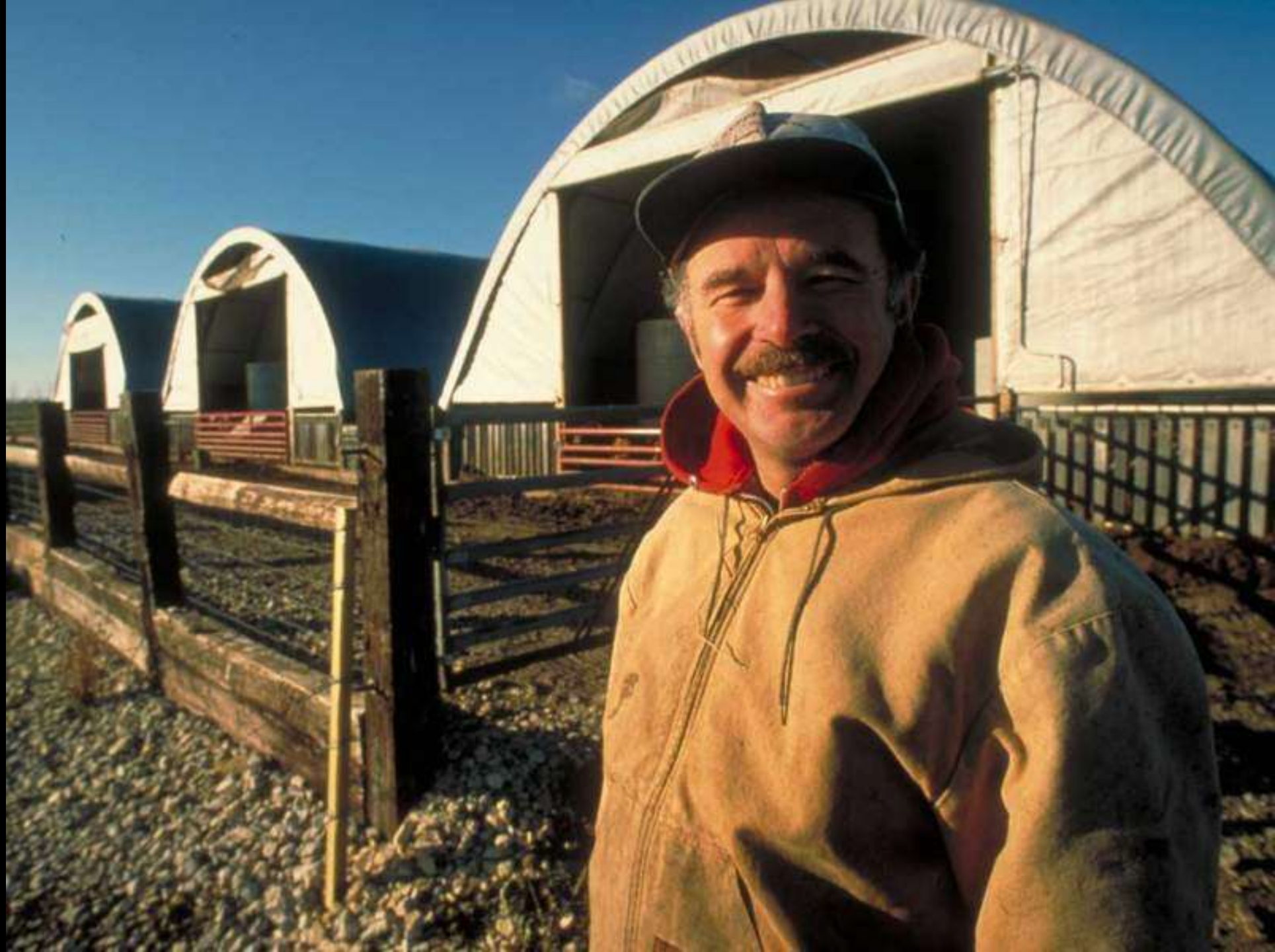
- WE BELIEVE THAT WE SHALL
SEE THE BOUNTY OF THE LORD,
IN THE LAND OF THE LIVING.



Psalm 27

“DIVERSITY LEADS TO STABILITY”





**TODAY'S
SOLUTIONS
BECOME
TOMORROW'S
PROBLEMS!**

WHY?

**“EXPENSIVE SOLUTIONS TO
AGRICULTURAL PROBLEMS
ARE ALMOST ALWAYS
WRONG”**

Wendell Berry

TRUE SOLUTIONS

DO NOT CREATE

NEW PROBLEMS

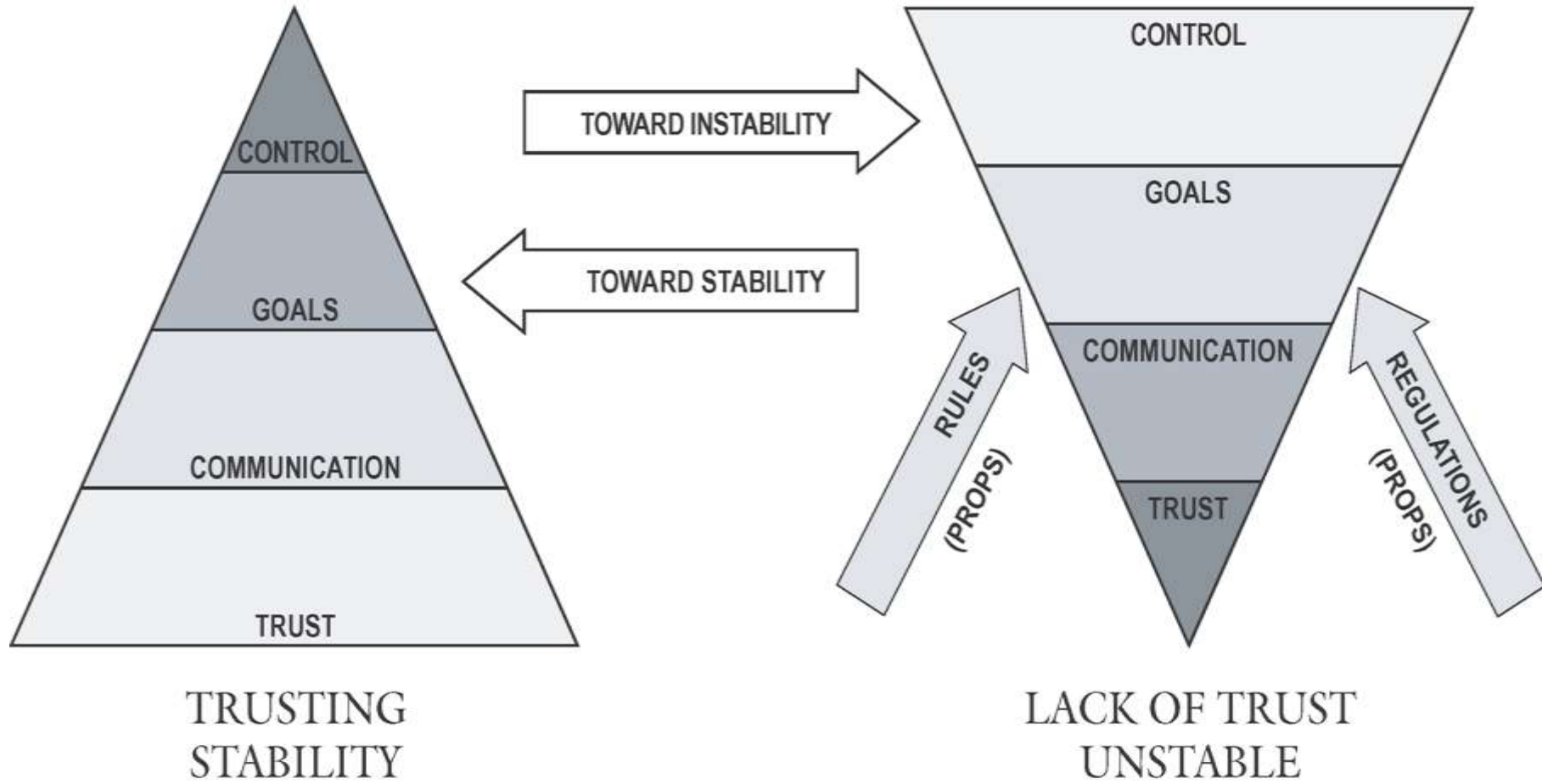
SOME Fundamental Truths

- The path in life you choose makes little difference if you don't know where you are going.
- “There's no worse mistake in public leadership than to hold out false hopes soon to be swept away.” – Winston Churchill
- “Survival has nothing to do with power, speed, or size, but everything to do with the ability to adapt to change.” – Charles Darwin

RULE OF HUMAN INTERACTION

- **1. YOU WILL ALWAYS SEEK TO CONTROL WHAT YOU DO NOT TRUST.**

Gibbs Triangle



MOTHER Nature's Has Four Rules:

- Water Runs Downhill (fast above ground and slow below!)
- There is No Free Lunch (There are always tradeoffs)
- Everything is Related to Everything Else (Denial of this is a fundamental flaw in the science of genetic engineering).
- Mother Nature Always Bats Last (she does not care about time)

WHAT IS A RENEWABLE NATURAL RESOURCE?

ANOTHER BRUTAL TRUTH !

- TO BE CONSIDERED “RENEWABLE” A NATURAL RESOURCE MUST BE ABLE TO BE CREATED BRAND NEW IN LESS THAN THE AVERAGE HUMAN BEING LIFETIME.

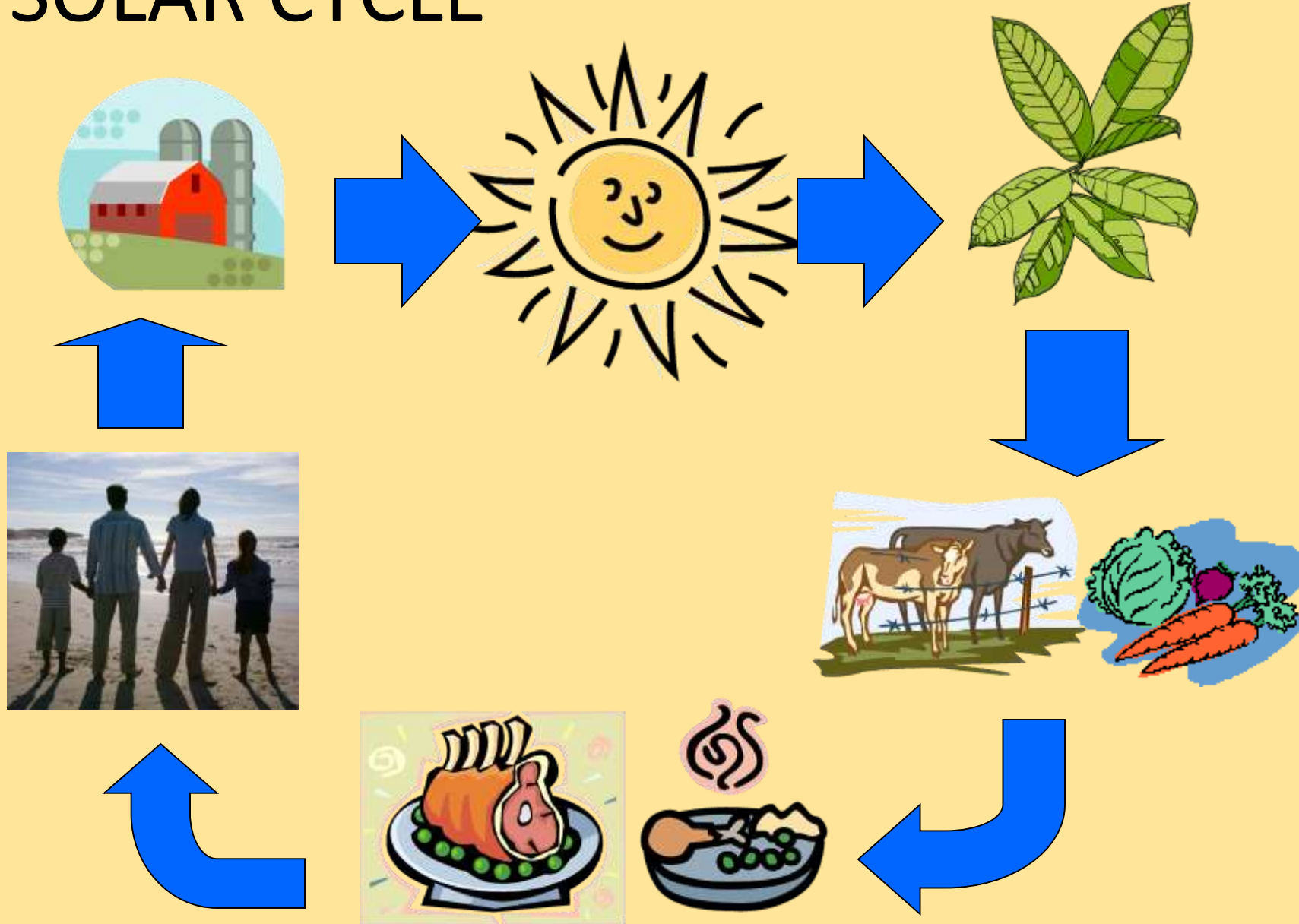
Professor John J. Renton

NOW WHAT ABOUT FARMING ?

ONCE THE PEOPLE
ISSUES ARE RESOLVED
WE GET TO DEAL
WITH THE GREAT
OUTDOORS AND HOW
WE GO ABOUT
MAKING A LIVING.



SOLAR CYCLE



CROPP brands



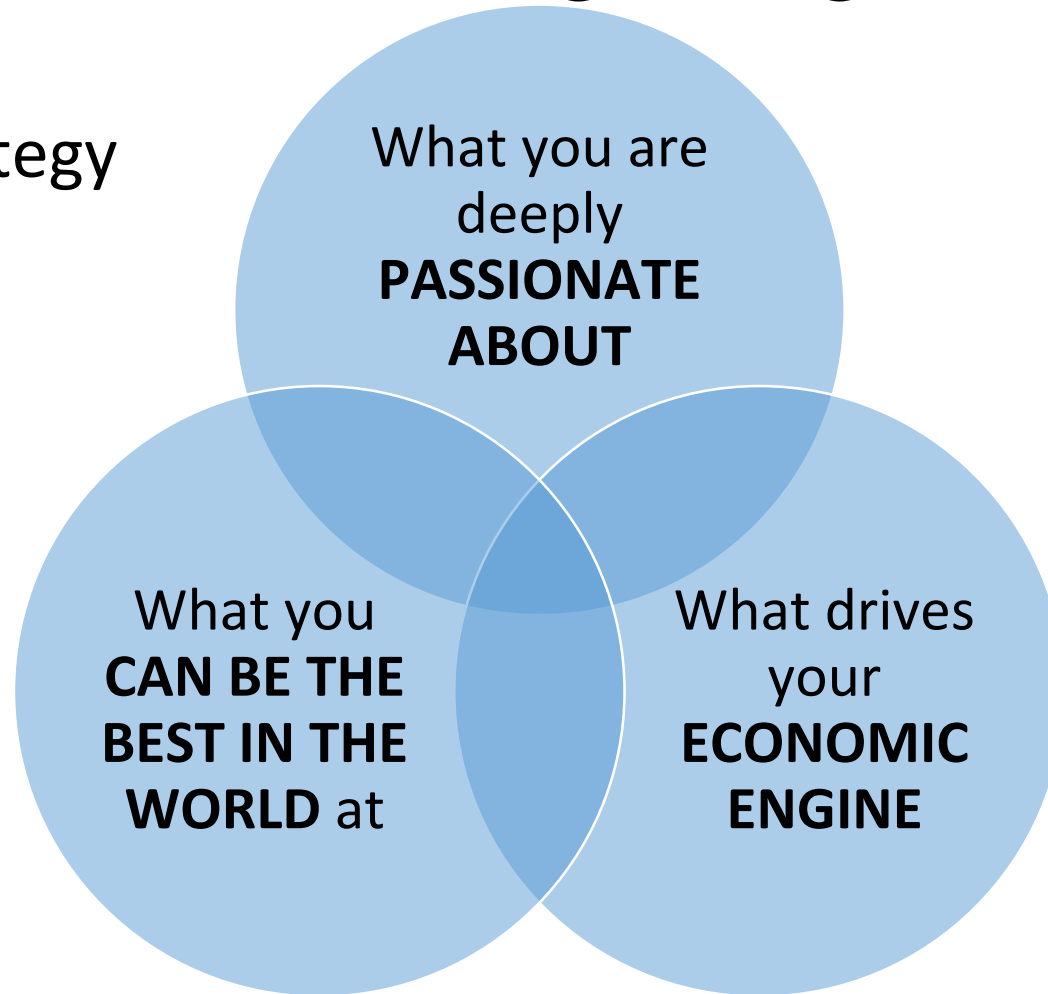
REMEMBER...
STABLE PAY PRICE
+
SUSTAINABLE PAY PRICE
=
RURAL ECONOMIC DEVELOPMENT



Business Realities – Hedgehog Concept

- 3) Business defense strategy
 - Are you a fox?
 - Or are you a hedgehog?

* Resource: Three circles of Hedgehog Concept – Good to Great, Jim Collins



• Canadian Struggles Continue •

National Hog Farmer

January 15, 2008

www.nationalhogfarmer.com

The Pork Business Authority

Sow Housing Options

Creep Feeding
Matters to
Sows and Pigs

New Swine
Flu Virus
Identified

A PUNTON MEDIA PUBLICATION









PFI Co-Founder

“When the cow leaves, the rotation changes to all row crops: No need for oats or hay, less ground cover, soil erosion increases, no chores for kids, input costs increases, income decreases, off-farm work, more acres, fewer farmers, weakened family, community downgrades.”

- Dick Thompson, 1931 - 2013

WISDOM OF BUDDHA

IF YOU WOULD BE A ROCK, THEN BE A PRECIOUS GEM.

IF YOU WOULD BE A BIRD, BE A WHITE DOVE.

IF YOU WERE A FLOWER, THEN BE A RED ROSE.

**BUT IF YOU WANT TO BE A TRUE HUMAN BEING, BE A
REVOLUTIONARY!**

