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SECOND EDITION

Welcome

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Our offices enjoyed celebrating National Ag Week



President's Message

The results are finally in for year-end 2018 and to say that we're excited is an understatement. First Citizens was ranked 68th in the nation, up 13 places, for Ag Lending.

We were also ranked the #2 Agricultural Lender headquartered in the state of Pennsylvania. It's a great feeling to know that our hard work impacts so many people who, like us, love to farm. Our Ag Team is always looking for new opportunities to help local farmers. That's why we recently attended a presentation regarding Dairy Revenue Protection Insurance. We found the information valuable and something you may want to learn more about. It's not for everyone, but we like to think it's our job to keep you informed and open up discussions. Check out the article on page 3.

Our Ag Team members aren't the only ones who get excited about Ag. Our branch staff had a lot of fun celebrating National Ag week in their offices. Some of them really went all out. We had everything from live animals to tasty fresh-from-the-farm products that we shared with customers. Customers are always grateful and it gives us a chance to show them how important Ag is in our everyday lives.

By the time you read this, summer will be just about a month away and Fair season will begin. Hope to see you there!

— RANDY

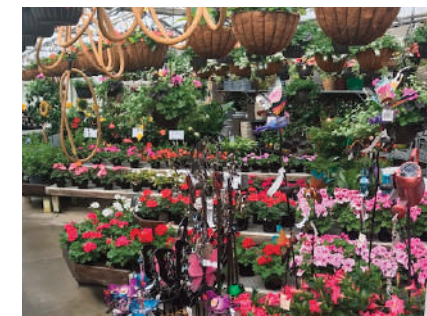
COMMUNITY Champions



OUR OFFICES ENJOYED CELEBRATING NATIONAL AG WEEK at the end of March. Annually, the Agricultural Council of America celebrates local farmers for the critical role they play in our economy. Thank you to our local farmers who made the events possible, and to the customers who stopped into a branch to celebrate with the First Citizens Team. Our offices were creative this year—serving pancakes, sausage, eggs, milk, cheese, apples, and honey from local farmers and customers. Other offices held drawings for gift basket giveaways and hosted local FFA Chapters. Our Mansfield branch entertained small visitors, like Axel Fitzgerald, with a box of baby ducklings in the lobby.

Customer SPOTLIGHT

BRIAR ROSE GREENHOUSE | EAST EARL, PA



It's not just their unique selection of rare, top quality plants and gardening workshops that keep patrons coming back year after year. "First and foremost," Steve said, "everyone [here] has a unique personality that really shines through. We train our staff to be knowledgeable about the plants, but it's how they interact with customers that is so special."

And it's those qualities that drew Steve and Ruth to First Citizens. "We worked with Dwight Rohrer a few years ago when purchasing a property and we really connected with his honesty and down to earth personality," Steve explained. "We recently worked with Jeff Bollinger and find he and Dwight to be great to work with because they understand that to us, old fashioned communication is key. There's just something special about the feeling of satisfaction that you get when interacting with your customers and seeing the smiles on their faces when they buy plants to beautify their home. We get that same feeling when we work with First Citizens."

IN 1998, STEVE AND RUTH GARMAN WERE MARRIED AND RUTH WANTED A "HOBBY" CLOSER TO HOME. And that's how the idea behind Briar Rose Greenhouse was born. What typically comes to mind when someone says hobby, are things like knitting, painting, or tinkering in a shop. Not to Steve and Ruth. Their "hobby" has bloomed into a successful Garden Center with over 400 customers visiting daily during their peak seasons. And they've made it a family affair with all 6 children pitching in.

So start your spring planting off right by visiting The Briar Rose Greenhouse located at 1581 Briertown Road in East Earl, PA.



Fresh IDEAS

Triple Berry Angel Food Cake Roll

A REFRESHING DESSERT FOR SPRING AND SUMMER!

Ingredients:

- 1 Angel Food Cake mix plus ingredients to prepare
- 1 c powdered sugar divided
- 8 oz cream cheese (room temp)
- 1 1/2 c heavy cream
- 1 tsp vanilla
- 1 1/2 c fresh strawberries diced
- 1 1/2 c fresh blueberries
- 1 1/2 c fresh raspberries

Instructions:

- 1 Preheat oven to 350. Line bottom of a 10x15x1" rimmed baking sheet with parchment paper.
- 2 Prepare cake mix according to package, pour into prepared pan and bake for 20 minutes.
- 3 Loosen cake from edges of pan while still warm.
- 4 Spread out clean kitchen towel and sprinkle with 1/4 cup powdered sugar. Flip cake onto towel, peel off parchment paper and roll up starting at the short end, WITH the towel inside. Let cool completely at room temp.
- 5 In a large bowl, beat cream cheese with electric mixer until smooth. Add 3/4 cup powdered sugar, vanilla and cream and beat on low until combined, then on high for 3-4 minutes until stiff peaks form.
- 6 Unroll cake and spread with half of the filling and top with half of the berries. Carefully roll back up (without the towel) and place on a serving plate. Cover with remaining filling and top with remaining berries.

What's Happening IN AG?

THE CORYZA POULTRY DISEASE



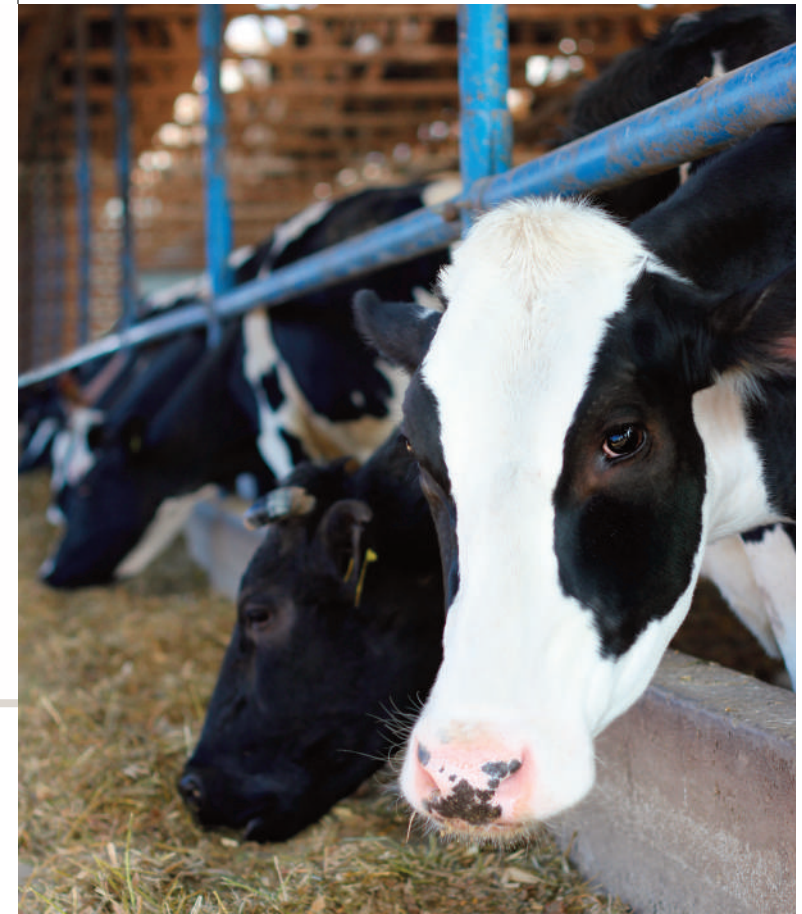
Infectious Coryza is a respiratory infection in chickens that cannot be spread from birds to humans, or affect humans if they consume meat or eggs derived from contaminated birds. Birds may experience facial swelling, conjunctivitis with nasal/ocular discharge, inflamed wattles, and distended sinuses. Sneezing and coughing are frequently present and feed and production are decreased. The proportion of affected birds is high but death is low. Birds that have recovered from the disease can harbor the bacteria for a long time so the disease can be difficult to

eliminate in those facilities lacking an all-in all-out practice. It can spread via inhalation from aerosols or be ingested from contaminated feed or water. Equipment moved from one house into another may transport bacteria. Several types of antibiotics can be given. If the disease is not widespread in a given area, depopulation may be used to decrease the likelihood of passing it to future flocks. If this is not an option, avoid bringing replacement birds into the same premises while infected birds are present. After the affected flock is removed, clean and disinfect the premises and wait at least 3 weeks before repopulating. Christopher Pierce, President of Heritage Poultry Management Services, Inc., and First Citizens Ag Advisory Board member, spoke about the disease at our recent Ag Forum urging poultry farmers to make biological security measures a top priority to avoid potential outbreaks.

10 Tips FOR TOUGH FINANCIAL TIMES ON THE FARM.

(American Bankers Association – Agricultural Banking)

- 1 **CASH IS KING.** Carefully examine capital purchases that will require additional debt. If the expenditure will not generate the cash flow needed to pay for itself, defer the purchase.
- 2 **LET A BUDGET BE YOUR FINANCIAL ROAD MAP.** Use a farm budget to track, and frequently update, all income and expenses.
- 3 **ANALYZE YOUR FARM'S FINANCIAL PERFORMANCE.** Getting the maximum return from your investments? Non-farm assets generating a maximum return? If not, can any be sold?
- 4 **EXAMINE DEBT STRUCTURE.** Finance long-term assets, like real estate, with long-term debt and shorter-term assets, like machinery, with shorter-term debt. Can you increase long-term debt to pay down short-term debt? Make sure your need is significant. If using long-term equity.
- 5 **PREPARE A FINANCIAL REVIEW WITH YOUR BANKER.** Have current inventories, cash flows and balance sheets ready. If experiencing financial problems, discuss your thoughts on how to resolve them with your banker.
- 6 **ASK YOUR BANKER ABOUT THE USDA'S GUARANTEED FARM AND RURAL LOAN PROGRAMS.** Debt can be restructured over a longer period at a lower rate if the USDA provides a credit guarantee to the bank.
- 7 **REVIEW HAZARD AND FIRE INSURANCE COVERAGE.** Increasing your deductibles can lower your premium. Review your inventory list and consider eliminating coverage on low risk items.
- 8 **EXAMINE LIFE INSURANCE POLICIES.** Many whole-life policies allow you to borrow against or deduct premiums from the cash surrender value at low rates. Consider a less expensive term policy over a costly whole life policy.
- 9 **DEAL WITH FINANCIAL PROBLEMS IMMEDIATELY.** Talk to your banker early and often to avoid serious financial problems. Create a personal "board of directors" of people you know and respect—including your banker—to be your sounding board.
- 10 **KEEP A CLEAR PERSPECTIVE.** To make your home team stronger, temporarily shift your focus to other activities—in other words, give yourself a break.



THIS BUSINESS OF FARMING... DAIRY REVENUE PROTECTION (DAIRY RP)

CONTRIBUTING AUTHOR: DWAYNE SALEM, THE SALEM COMPANY, LLC, CROP INSURANCE AGENCY

Over the last two years I've been watching as the Dairy Revenue Protection policy was created allowing a dairy farmer to set a floor price to protect himself from a declining milk market. Dairy RP became available for sale by crop insurance agents on Oct 9, 2018.

WHAT MAKES THIS PRODUCT STAND OUT ABOVE THE OTHER RISK MANAGEMENT TOOLS AVAILABLE TO THE DAIRY INDUSTRY

is that it only covers milk price. It does not cover margin between the milk price less corn and soybean meal like other milk related coverages do. The policy is designed to work like a Put Option on the Chicago Mercantile Exchange but it is more customizable to your own farm. Much like an MPCRI Revenue Protection policy on corn, the Expected Milk Price is set using CME prices — local basis risk must be addressed by the farmer with a

Dairy RP policy too. The farmer can select which calendar quarters to insure, how many pounds of milk to insure, what coverage levels to choose, a productivity factor, and whether to insure milk by class or components. The Dairy RP policy is a federally subsidized policy included in the USDA-RMA arsenal of risk management tools. It can be sold by agents throughout the calendar year with a few exceptions. Being sold daily, both the milk price and premium change daily. Farmers can purchase it at their choosing so it is unlikely two farmers will get the same indemnity in the event of a loss. It is a tool for you to use to manage your own farm.

Farmers are prone to feel that they "must take what they are given." By being pro-active, and with a little bit of planning, this policy can be used to make sure you are not paid below the floor that you set and limit how far your milk price falls. No Claims Adjuster is needed for this policy. A farmer submits their own milk marketing and production reports to be paid for a loss. By being pro-active at claims time, an indemnity will be paid based upon how quickly you submit your claim. If you would like to learn more about the Dairy RP policy, please contact me at info@salemcropins.com.

Employee HIGHLIGHTS



MEET OUR AG TEAM – ERIN COLE

Erin Cole grew up on a dairy farm in Upstate New York. She earned her BS in Animal Science from Cornell University and an AAS from SUNY in Agricultural Business.

"Having a background in farming has made me a better Ag Lender because they trust that as a farmer myself, I truly understand their needs."

Today, Erin and her husband operate a farmette raising pigs and replacement heifers. "We feel raising our kids around farm animals will teach them responsibility and build a solid work ethic as they grow."

Erin has been an Ag Banker for over 15 years. She is a member of the Bradford County Dairy Promotion Board and the Troy Lions Club, and serves on the Advisory Board of the Troy FFA.

EVENTS & STUFF YOU'LL WANT TO DO

BRINGING MARGINAL GROUND BACK INTO PRODUCTIVE GRAZING – May 21st – 10am to 2pm, Moyers Dairy Farm, 3148 James St, Towanda PA. For more information and to register visit pasafarming.org/event.