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FARMERS COOP ELEVATOR

Hemingford, Hay Springs & Gordon, Nebraska

Farmers Coop is expanding the retail area of the feed & farm supply store in Hemingford to include additional products

If you've been in the Hemingford agronomy and feed location recently you've probably noticed some remodeling. We have been busy taking out a few walls and installing shelving for a retail expansion of farm & ranch supplies.

The building at 1012 Laramie is the home office location for our agronomy operations and sales in addition to the retail location for feed and animal health supplies.

It has been a goal for quite some time to improve and expand the animal health and livestock equipment lines in that location. With the improvements made in 2014 to our Gordon mill, it became clear that our bulk feed business could be better served from that location and focus more on bagged and tote sales in Hemingford.

With the right people in place and a defined feed sales strategy, the focus turned to improving the retail presence. In addition to the broader animal health, pet and livestock equipment lines it made sense to expand into other farm supply categories as well. Those categories include automotive, trailer accessories, nuts & bolts, hand tools, rope, chain, tie-down, electrical, lawn & garden, boots and more. The extra space also allows us to better merchandise the sprayer and liquid handling parts we currently inventory.

The store is managed by agronomy location manager Jim Hutchinson. Jim has been responsible for the product selection and for identifying the need in the community for such an expansion. At the front counter is Hemingford native Megan Paris. Megan joined Farmers Coop in December and will be responsible for the day-to-day tasks and customer service needs within the store. This is in addition to administrative duties and billing for the agronomy department during that season.

The expansion has been relatively simple thus far with the extra 500+ square feet being added with mostly Farmers Coop employee labor in the off-season. Final flooring work and preparation was completed by professionals in January and the shelving went up immediately after. Inventory is coming in and being merchandised.

It will continue to be a work in progress with product selection that hopefully fills the need within the community and is also a profitable enterprise for our member owners. One advantage that this location has is that the costs of operating and maintaining the retail store were already being incurred with the existing facility. The expanded lines simply create an opportunity to capture more sales and increase overall customer traffic - helping us to stay connected to customers of all of our agronomy, feed and grain business groups.

An open house is being planned for April 1st for customers to come in and look around and take advantage of some special buys.



Megan Paris

Photo: Lyle Fodnes/Hemingford Ledger

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Sincerely,



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