

## **Mid-Wood tells its story during National Co-op Month**

“October is National Co-op Month, so it’s a perfect time for our company to be talking about the value of the cooperative system,” according to Karen Smith with Mid-Wood Inc., Cygnet, Ohio. “Scott Alexander, grain marketing specialist, does a daily radio segment on WBGU where he gives market prices, commentary and analysis. The three radio scripts offered in the [Value of the Co-op Tool Kit](#) will give him some additional information to draw from.”

The tool kit – available to all cooperatives from CHS free of charge — also includes a TV commercial, video, print ads, website banners, email headers, social media posts, a billboard, and more.

“Our CEO, Tom Dorman, likes the tool kit because it gives us a resource to pass on messages about what co-ops represent in general, and the specific kinds of things Mid-Wood can help our farmers with,” says Smith. “For example, we recently used tools from the kit to write about meeting the needs of the next generation of farmers.”

Mid-Wood has been using the print ads in its monthly newsletter, which is sent to members in their monthly statements and posted on the Mid-Wood website.

“The ads convey a good message about understanding farmers’ connection to the land,” says Smith. “Mid-Wood has been serving farmers in northwest Ohio since 1967, so these are good messages that we want to get across to our farmers.”

Mid-Wood also shares the newsletter with customers and employees at all of its locations, including four agronomy offices, six elevators and two stores. “It’s good to have our employees at every location seeing these ad messages. The more they understand about our cooperative, the more they can share that information with farmers.”

To download free resources to use during National Co-op Month and throughout the year, visit [chsinc.com/our-company/value-of-the-coop](http://www.chsinc.com/our-company/value-of-the-coop).

Link to toolkit at: <http://www.chsinc.com/our-company/value-of-the-coop>