

HINTON MILLS AT 100

Life in a Small Town

A LOOK BACK AT HINTON MILLS AND THE COMMUNITIES WE SERVE THROUGH THE EYES OF OUR CUSTOMERS, EMPLOYEES, SUPPLIERS AND FRIENDS.

DAVE MITCHELL



Mr. Dave Mitchell spent a few hours with us in late January talking about servicing Hinton Mills for the past 40-plus years, how grass and forage varieties have changed, and how Seed Days got its start.

Dave Mitchell has been in the seed business a long time. He started calling on Hinton Mills in the 1970's, when he worked for Kentucky Seed Company running a distribution warehouse in Paris, Ky. He and Cecil Burton, the salesman for the area, called on Frank O. Hinton at the Plummers Landing store, and a relationship was formed that has grown over the decades.

Today Dave is a sales representative for Central Farm Supply of Kentucky, which is based in Louisville.

Although the company Dave works for changed over the years, he has never stopped selling forage and grass seed to Hinton Mills. In 1981 Dave's company changed, as well as his role, from distribution to sales, and he started calling directly on Hinton Mills. About a year after that, the idea for Seed Days was born.

"Ferman Perkins and a fellow by the name of Joe Whitt who worked for North American Plant Breeders were talking with a grower, and that's when Seed Days actually started," said Dave. "John McCoy, an agronomist who worked with Scott Seed Company, made the suggestion to have cold cuts at lunchtime. We could have the farmers come in, if they had any questions – maybe about seeding rates on their crops – whatever, then he and I would be available to talk with them."

Seed Days originally started at three locations - Fleming County Farm Supply, Jabetown Mill and May's Lick Mill. After three or four years, the Plummers Landing location was added. Seed Days has grown to encompass week-long discounts on a wide variety of items, especially grass and forage seed, and the baloney-and-cheese lunch has been upgraded to a spread served by FFA chapters on the day of each store's customer appreciation event.

"It gives an opportunity for the farmer to come in, and if he has questions about anything to do with seed, we can talk with him. If we don't have the answers, we'll get them," said Dave. "It's a time to save some money, and we can help him make a plan around his needs."

A lot of things have changed in the past thirty-five years, including the seed itself. In the past, a farmer had to pick and choose which disease he most wanted resistance to, and select seed based on that. Now varieties carry resistance to multiple diseases. Some are Roundup ready, which makes weed control possible, helping the farmer establish a better stand. Most recently, advances have been made that make certain forage varieties more digestible, the nutrients more accessible to the animal, and have an extended harvest window.

One thing that hasn't changed is Dave's ability to build relationships with Hinton Mills employees and customers. He's seen as a trusted advisor when it comes to forage and grass seed.

"Some of the guys (managers) and I have made farm calls over the years," he said. "We'll have a conversation with the farmer about different varieties, look at their stands, and give them recommendations."

"Over the years, you don't really think of folks as customers, you think of them as friends. You're really all just working together for the goal of improving farming."

What's Dave's insight about why Hinton Mills has been able to stay in business for the past 100 years?

"Customer service. I think in this type of business, it's got to be customer service. If you take care of the customers, they will take care of you," he said. "It's all customer-based. You want to take care of the customer just like you want to be taken care of."



FEBRUARY 2018

HINTON MILLS' CENTENNIAL YEAR



HINTON MILLS
Quality Feeds

HINTON MILLS
SINCE 1918
Serving Farmers

www.hintonmills.com

HINTON MILLS
35th Annual
SEED DAYS
February 20th - 24th, 2018

Special 100TH ANNIVERSARY Apparel In stores starting February 7th



You're Invited to save money at Seed Days all week long! Please plan to join us again for our 35th annual Seed Days sale & customer appreciation event (schedule below). Enjoy sale prices, product vendors, door prizes, and as always, knowledgeable customer service! Call 606-845-1821 for information.

You're Invited to our BIG SALE!



February 2018

Lunch served at 11 am by local FFA



TUE. 20

7:30 AM - 5 PM
Hinton Mills
Cynthiana

332 Lincoln Ave.
Cynthiana, KY

WED. 21

7:30 AM - 5 PM
May's Lick Mill

6538 US Hwy 68
May's Lick, KY

THUR. 22

7:30 AM - 5 PM
Jabetown Mill

99 Ewing Rd.
Ewing, KY

FRI. 23

7:30 AM - 5 PM
Fleming County
Farm Supply

1724 Maysville Rd.
Flemingsburg, KY

SAT. 24

7:30 AM - 12:30 PM
Frank Hinton
& Son

591 Plummers Landing Rd.
Plummers Landing, KY

HINTON MILLS TEAM MEMBER SPOTLIGHT

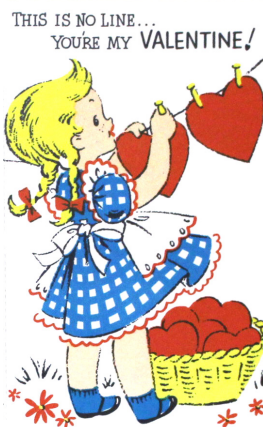
OUR success depends on the dedication and hard work of the Hinton Mills team. They bring a great work ethic, a wealth of knowledge about a wide variety of agriculture topics, and a dedication to serving our customers. We want to highlight them and the great work they do every day on behalf of Hinton Mills. Help us wish Sam White a happy birthday this month!



SAM WHITE

Location: Jabetown Mill
Team Member Since 2010

As manager of Jabetown Mill, Sam takes pride in doing everything he can to meet his customers' needs. He credits Jabetown's success to the family atmosphere between employees. "None of us are kin," he said, "but we spend more time together here than we do at home. I think a lot of everyone I work with." Sam was a state FFA officer in 1979-80, serving as sentinel. He also worked for the Kentucky Beef Network and was a Hinton Mills customer before he was an employee. He continues to raise beef cattle on his family farm.



This valentine was sold at Hinton's store in the 1950's and was made in Cincinnati by Barker Greeting Card Company.

100TH ANNIVERSARY

Savings

PREMIUM HIGH-MAG MINERAL

February 1-28
\$19.18 per 50lb bag

In addition to helping prevent death loss from grass tetany, **premium** high mag mineral allows for healthier cows and calves, more feed-efficient cows, heavier weaning weights, and higher conception rates following weaning. #UL2016

Hinton Family Recipes

Paula Lynn Hodges & Frank L "Bud" Hinton were married February 24, 1973. They are the proud parents of Matthew, Adam and Nathab. Paula's is February 10th.

SWEET POTATO CASSEROLE

From Paula Hinton

Mix together and put in 2-quart casserole:

- 4 c. sweet potatoes - mashed
- 1 c. sugar
- 1/2 c. butter
- 2 eggs
- 1 tsp. vanilla

Topping:

- 1 c. brown sugar
- 1/3 c. flour
- 1 c. nuts
- 1/3 c. butter

Bake in 350° oven for 30 minutes. Remove from oven and top with miniature marshmallows. Return to oven for approx. 5 minutes.



Sister Sadie

Dale Ann Bradley
Gena Britt

Deanie Richardson
Tina Adair

Beth Lawrence

SUNDAY, FEBRUARY 25
2:00 P.M.

Years of Farming
Bluegrass Show

www.yearsoffarming.com

\$15

606 748-0798

Double S Entertainment 150 Foster St. Flemingsburg KY.



A LOOK BACK AT WHAT THE HINTON MILLS TEAM DID IN JANUARY 2018



THE 2017-18 KENTUCKY FFA

OFFICER TEAM visited with the us at the Flemingsburg location. We talked about leadership and how building relationships has helped Hinton Mills become a century-old business. Another great group of young leaders in Kentucky Agriculture! Looking forward to their future successes.

OUR TEAM

visited with customers and area cattlemen at our booth during the Kentucky Cattlemen's Association Convention and Ag Industry Tradeshow in Lexington.



WE were proud to be named one of the Top 10 Priefert dealers in our territory and one of the top three dealers by sales volume in Kentucky, Tennessee and Indiana for the third year in a row.



THE KENTUCKY FARM BUREAU YOUNG FARMER LEADERSHIP CONFERENCE

in Louisville gave us an opportunity to hang out with some fantastic young leaders in agriculture. It was great to learn, network, and better prepare ourselves to advocate for agriculture and a rural way of life.



Check out the new 100 year anniversary decals!



WE VISITED the Kentucky Gateway Museum Center in Maysville to plan our upcoming exhibit that will highlight the 100-year history of Hinton Mills. Our exhibit at the museum will start early this summer and run until around Labor Day.

SERVING OUR

CUSTOMERS got even more efficient when we added a new bulk feed truck to our fleet. This newest truck will be based out of the Jabetown Mill location and driven by Greg Arrasmith.

While there, we recorded Tom Duncan's account of dealing with Hinton Mills as a hardware salesman for nearly 50 years. Tom's video and many others will be featured throughout the year.



TEAM

MEMBER Ben Ishmael attended the MWI trade show in Nashville, TN where he learned about new animal health products to better support our customers.

