



For immediate release

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STRONGER TOGETHER: COOPERATIVE SPIRIT IN ACTION

Falmouth and Ceres members vote to merge: bringing new opportunities to Michigan counties

Crawfordsville—In today’s evolving, competitive business climate, continued success depends on the ability of any business to change and adapt in serving customers. For that reason, the leadership groups of Ceres Solutions and Falmouth Co-op began discussing the possible benefits of merger.

Earlier this summer, both Boards of Directors unanimously agreed that a merger proposal was in the best interest of farmers, and the issue was presented to shareholders of both organizations for a vote. Just this week, shareholders of both cooperatives overwhelmingly agreed with the proposal to merge and go to market under the Ceres Solutions brand. With the positive vote this week, plans are now underway for the **two businesses to merge agronomy, energy and feed operations by October 1, 2019.**

According to Michigan farmer and Ceres Solutions Director **David Bayne**, “The most essential commonality both co-ops have is that both are committed to doing what’s best for customers and the farmer-owned co-op for the long-term,” he said. “We believe this strengthens the Falmouth operation. Also, this addition brings strength to the existing Ceres Solutions service footprint in northern Michigan.”

Ceres Solutions does business in Indiana and Michigan, with nearby locations in Fremont, Hart and White Cloud. The service area is primarily around Newago, Mason and Oceana Counties, with more than 30 additional counties served in southern Michigan and Indiana. Falmouth Co-op brings a 100-year history of service to the Missaukee County. The Co-op recently invested in a new agronomy location and fertilizer hub in McBain, and operates feed, energy, retail fuel and grain services from Falmouth as well.

“This merger will create a strong local presence... approximately twice the size and scope in northern Michigan than either co-op maintained before,” says Ceres Solutions CEO **Jeff Troike**. With size comes additional presence, resources, a solid structure with expertise in both department operations and administration, technological infrastructure and a unified employee group. “Our intention is not to grow for the sake of size, but to add capabilities strategically. We do best to keep talent and decision-making close to the customer.”

“By combining operations, the farmer-owners of Ceres Solutions and Falmouth Co-op gain advantages today and into the future,” says Ceres Michigan Region Manager **Martin Hall**. While the transition into one organization will be gradual, members can expect to notice the Ceres Solutions brand on apparel, vehicles and location signs in the weeks to come. Falmouth CEO **Mike Sweet** will continue to provide agronomic guidance and is available as always at the Falmouth office for those interested in learning more. “We believe the strengths to be gained will be significant, and our customers should know: our local commitment to serving their needs remains the same,” he said.

For more information, please visit www.ceres.coop or follow Ceres Solutions Cooperative on social media.

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