



Your **SUCCESS.** Our **PURPOSE.**

Regions: Lubbock | Amarillo | Fort Worth

AGTEXAS OFFICES

AMARILLO

5701 I-40 West
Amarillo, Texas 79106
(806) 376-4669

HILLSBORO

218 E. Franklin
Hillsboro, Texas 76645
(254) 582-2471

BROWNFIELD

121 W. Broadway
Brownfield, Texas 79316
(806) 637-3589

LEVELLAND

301 E. Highway 114
Levelland, Texas 79336
(806) 894-6119

BURLESON

117 S. Burleson Blvd.
Burleson, Texas 76028
(817) 293-6103

LUBBOCK

6901 Quaker Ave., Suite 300
Lubbock, Texas 79413
(806) 745-4575

CORSICANA

301 West 3rd Ave., Suite A
Corsicana, Texas 75151
(903) 872-5638

PLAINVIEW

104 I-27 North
Plainview, Texas 79072
(806) 296-2782

DIMMITT

112 E. Jones
Dimmitt, Texas 79027
(806) 647-3169

RALLS

820 4th Street
Ralls, Texas 79357
(806) 253-2506

DUMAS

1315 E. First Street
Dumas, Texas 79029
(806) 935-6851

SEMINOLE

2015 Hobbs Highway
Seminole, Texas 79360
(432) 758-3201

FRIONA

1602 W. Highway 60
Friona, Texas 79035
(806) 250-2758

STEPHENVILLE

1197 W. South Loop
Stephenville, Texas 76401
(254) 965-3151

INSURANCE OFFICES

AMARILLO

5701 I-40 West
Amarillo, Texas 79106
(806) 418-2641

MULESHOE

623 West American Blvd.
Muleshoe, Texas 79347
(806) 272-4271

BROWNFIELD

121 W. Broadway
Brownfield, Texas 79316
(806) 637-3589

PLAINVIEW

104 I-27 North
Plainview, Texas 79072
(806) 296-2782

LUBBOCK

6901 Quaker Ave., Suite 300
Lubbock, Texas 79413
(806) 745-4575

WWW.AGTEXAS.COM



Part of the Farm Credit System



CREATING SYNERGY

Don't you love it when a plan comes together? Indeed, we did come together as a result of a year-long merger and, as I write this in the first quarter of 2015, I can assure you it is even more successful than we could have hoped.

Thinking back to the merger disclosure statement that we mailed to each of our stockholders in the fall of 2014, both associations

— AgTexas Farm Credit Services and Great Plains Ag Credit — listed their reasons for the merger. In each case, portfolio diversification was in the top two. Now during renewal season, we are getting our first look at how that affects the association and our stockholders.

Synergy is the creation of a whole that is greater than the simple sum of its parts. And AgTexas clearly has it.

Before the merger, cotton loans constituted 25 percent of the AgTexas loan portfolio. Now, because we're more diversified, when stress hits that industry — such as the three-pronged effect of low prices, drought conditions and reduced government support that cotton farmers are dealing with today — we can help producers through tough times without endangering the association. Today it's the cotton growers that are impacted; tomorrow it may be beef cattle prices that take a hit. The synergy that we created by merging our strong associations helps us stay the course and stay profitable.

Another area of the new AgTexas that is greater than the simple sum of its parts is our board of directors. A Harvard Business Review (HBR) article titled "What Makes Great Boards Great" notes that although structural rules, such as regular meeting attendance and member skills, are important, they don't guarantee a strong board. "So if following good-governance regulatory recipes doesn't produce good boards, what does? The key isn't structural, it's social," the article states.* The AgTexas Board of Directors has the "robust, effective social system" that the HBR says is the inherent quality of a successful board. Our directors are a team, one based on mutual respect, with the willingness to take part in a spirited give-and-take on behalf of the stockholders they represent.

Throughout our day-to-day dealings at AgTexas, the motto "Your SUCCESS. Our PURPOSE." means more to us than a message on billboards and in ads. It's how we do business. It's who we are. It's why we are here — for your success.

Tim McDonald
Chief Executive Officer

*Harvard Business Review, "What Makes Great Boards Great," by Jeffrey A. Sonnenfeld, September 2002.

COLLECTING MEMORIES & MEMORABILIA



Former Amarillo PCA office building

Does your family have a long history with AgTexas? Do you have Farm Credit memorabilia from decades ago?

Next year, AgTexas will celebrate the 100th anniversary of the Farm Credit System. In preparation for the centennial, we invite our customers to share their Farm Credit memories and memorabilia with us.

Perhaps you have your grandparents' original loan documents. Maybe you have old Farm Credit photos, brochures, meeting programs or news clippings about the association, or very old objects bearing the association's logo. If so, let us know. We might want to photograph your artifacts or make copies of your documents for our archives.

We'd also like to hear how your family has been involved with AgTexas through the decades and generations.

Contact Kristy Tucker at 1-844-MyAgTex to help with our history project. Kristy is assistant vice president executive assistant/marketing and works in the Lubbock administrative office. Carolyn Brand, assistant vice president of communications in the Amarillo administrative office, will be assisting with this project. You can contact Carolyn at 1-800-840-5685.

AGTEXAS DISTRIBUTES \$8.7 MILLION CASH PATRONAGE TO MEMBERS

In March, AgTexas returned \$8.7 million of our 2014 earnings to our borrowers in cash!

“This patronage payment represents the results of profitable operations from AgTexas Farm Credit in 2014,” said AgTexas Chief Executive Officer Tim McDonald. “As a farm cooperative, our members are our owners, so we are paying this full amount as a cash patronage to them.

“Agriculture is a big economic driver in Texas,” McDonald added. “The producers we serve are placing food on the consumer’s table and producing the fibers that make our clothes and so many of the conveniences we enjoy in life. It’s

rewarding for everyone at AgTexas to do our part to make it all happen.”

THE COOPERATIVE ADVANTAGE

Cooperatives have a unique structure and philosophy. Unlike investor-owned companies, which maximize profits in order to generate a return for investors, cooperatives provide services for the benefit of their members. Any surplus earnings are returned to members in proportion to their patronage of the cooperative — in other words, how much business they conduct with the co-op.

Every year, the AgTexas Board of Directors reviews the co-op’s financial position and determines the amount of

patronage that can be distributed to its members. This is the 21st consecutive year that AgTexas has distributed patronage to its customer-owners.

This year’s average patronage check is just under \$3,500, but each member’s check amount varies in direct proportion to the size of his or her loan and interest payments to AgTexas.

Please tell your friends about our patronage program — that at AgTexas, you not only receive a competitive rate up front, but you also can get some of that interest back when the association does well. It is one of the distinct advantages of financing with a co-op lender.



YOUNG LEADERS

CRITICAL TO RURAL COMMUNITIES

YOUNG AGTEXAS PRODUCERS GO TO WASHINGTON, NEW YORK CITY

Throughout America, rural communities and family farms are experiencing a youth exodus. While it may be true that many young people leave their home communities never to return, we disagree with a 2009 study by sociologists Patrick Carr and Maria Kefalas that concluded, "... there appears to be no present workforce or leadership pool ready to promote the continual development of the community." Indeed, this story illustrates the opposite.

Rodney and Susan Schronk of Hillsboro, Texas, and **Jeremy and Tiffany Reed** of Kress, Texas, recently got an inside look at how the Farm Credit System carries out its mission to provide reliable credit to agriculture and rural America. These AgTexas Farm Credit members were among 29 young agricultural producers selected from a multistate region to attend the 2014 Farm Credit Young Leaders Program.

The program began in New York City, where the participants learned how investors buy Farm Credit notes and bonds, providing the funding that Farm Credit lending cooperatives put to work in rural communities. Nationwide, Farm Credit provides more than \$200 billion in financing to farmers, ranchers, rural homeowners, agribusinesses and other eligible borrowers.

Next, the group traveled to Washington, D.C., and discussed policy issues with U.S. Department of Agriculture officials, Senate and House agriculture committee staffers, and agriculture industry leaders.

The five-day program ended with an awards ceremony at George Washington's Mount Vernon plantation, where the first president embraced innovation at his farming and milling operations.

"As part of our mission to serve rural America, Farm Credit has a strong commitment to helping young people in agriculture be successful," said Stan Ray, president of the Tenth District Farm Credit Council, which hosted the ninth annual Young Leaders Program. "These impressive participants were selected by their lending cooperatives because they represent the future of agriculture, and we want them to know the role Farm Credit plays in their industry and communities."





JEREMY AND TIFFANY REED

The Reeds grow cotton, wheat and milo and own a Pioneer Seed dealership. They have adopted efficient farming practices in order to manage changing water, technology and input costs. Their goal is to expand their farming operation and start a cow-calf operation. Jeremy received his county's 4-H Alumni Award, is the swine superintendent of the Swisher County Livestock Show, and serves on the Swisher County Ag Committee and the board of their rural telephone cooperative. Tiffany serves on the Kress Independent School District board and works with a county endowment fund. They have two children.



RODNEY AND SUSAN SCHRONK

Rodney and Susan Schronk farm corn, cotton, milo, sunflowers and wheat alongside Rodney's father and brother in Hill County. They also are partners in a grain elevator in Hillsboro, and Susan owns a graphics business, Simple Grace Graphics, producing custom shirts, banners and stickers. Rodney is president of the Hill County Farm Bureau and chairman of the Hill/McLennan Integrated Pest Management Steering Committee. Previously, he served on the Itasca Cooperative Grain Co. board and the Texas Farm Bureau Agricultural Risk Management Committee. The Schronks have two sons.



SPEAKING FROM EXPERIENCE

MEET AGTEXAS SPOKESMAN BOB TALLMAN



AgTexas spokesman and customer Bob Tallman on his ranch

Most rodeo announcers simply inform, but longtime announcer Bob Tallman — AgTexas’ new spokesman — paints a picture with words. He also has reshaped the profession by bringing the play-by-play aspect to rodeo.

“Hang on, cowboy!” Bob often cheers during a tough bull ride, or “C’mon, let’s give this guy a hand,” following a contestant’s tough ride or fall.

Bob is America’s pre-eminent rodeo announcer, with a powerful, dynamic baritone voice that turns a fun rodeo event into a beyond-expectation experience.

While previous announcers mostly gave audiences the name and hometown of the competitor and name of the animal, Bob has raised the bar to an entirely new level. He knows many of the cowboys and cowgirls personally, and will share that a cowboy flew home the day before to celebrate his child’s first birthday or that a competitor overcame cancer and is back in the saddle again.

SUPPORT FOR KIDS WITH CANCER

Health care is important to Bob. He has raised over \$1 million for M.D. Anderson Children's Cancer Center in Houston from his annual Bob Tallman Pasture Pool Golf Classic and from the sale of his own line of spices, Bob Tallman's Ranch Fixin's, which are sold online and in H-E-B locations throughout Texas.

When asked how he became a rodeo announcer, he quips with a sly, modest grin, "Just wasn't a very good cowboy!" He adds, "I was never very good at sports, but I could ride a bucking horse or ride a horse and rope, those kinds of things. Then I found out you have to dedicate your whole life to being a champion. So I thought I haven't got that strong a constitution; I'll just talk about it."

Bob announced his first rodeo in 1970 at an amateur competition in his hometown of Winnemucca, Nev. Now, 45 years later, his resume includes the most prestigious rodeos of all: National Finals Rodeo, Houston Rodeo, Fort Worth Stock Show and Rodeo, and the legendary Calgary Stampede in Canada. Oh yes, and countless two-day rodeos in small towns such as Snyder in West Texas and other communities throughout the country. He still travels more than 250 days a year for rodeo.

Bob has been inducted into the Professional Rodeo Cowboy Hall of Fame, the Oklahoma City Hall of Fame, the Calgary Stampede Hall of Fame, and numerous others. In 2011, he was inducted into the National Cowboy Hall of Fame. West Texas honored him at the 2008 American Cowboy Culture Awards banquet during the National Cowboy Symposium and Celebration in Lubbock.

COW-CALF PRODUCER AND AGTEXAS CUSTOMER

In addition to rodeo announcing, Bob is a fifth-generation cow-calf operator in Parker County, where he lives with his wife, Kristen, on their ranch. He also operates Weatherford-based Pro Vision Global Digital Surveillance.

Last year, Bob met with AgTexas Farm Credit Chief Executive Officer Tim McDonald and agreed to become the spokesman for AgTexas Farm Credit Services, which was then preparing to merge with Amarillo-based Great Plains Ag Credit.

"We were attracted to Bob because he represents the salt-of-the-earth folks we do business with," says McDonald. "We sensed that he was genuine and sincere. Plus, since he is a customer and knows how we do business, Bob can speak

from his own positive experience with AgTexas."

There was a mutual good will from Bob's side, as well.

"I live the Western way of life, and I enjoy doing business with folks who don't wear ties, and who wear cowboy boots to work every day. I met in person with Tim and (recently retired AgTexas CEO) Mitchell Harris, and we got along from the very get-go," Bob says.

"I appreciate a company that puts me first. My success is AgTexas' purpose — that's important to me, just as it is to my fellow members," Bob adds. "I like knowing the folks I'm dealing with. These folks are casual, they're down home, and they're for real. And that means the world to me.

"Success in business yesterday, today and tomorrow is due to having a financial resource you can talk to," Bob continues. "With AgTexas, I'm more than a member. I like dealing with folks who personally answer the phone when I call."

Bob Tallman is a man invested in the Western way of life — from promoting cowboys and cowgirls to being an agriculture producer. What a perfect spokesman for AgTexas Farm Credit Services.



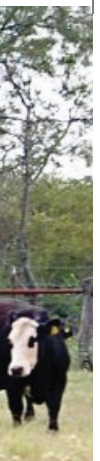
SEE YOU DOWN THE ROAD



Bill Page, former AgTexas vice president, working cattle

“HE IS A CLASS ACT — HE WAS ALWAYS PROFESSIONAL DURING HIS CAREER WITH AGTEXAS, AND WORKED AS HARD ON HIS LAST DAY AS HE DID ON HIS FIRST.”

– Kevin Canaday, AgTexas regional vice president



AGTEXAS VICE PRESIDENT BILL PAGE RETIRES AFTER 33 YEARS

Bill Page served his customers, his association and his community ably for more than three decades. As much as we will miss him, we are happy for him to reach the happy milestone of retirement.

Kevin Canaday, regional vice president in the AgTexas Burluson office, reports that Bill worked a huge active loan portfolio of mostly operating loans all by himself and still brought in new loans every year.

“Bill Page is only 60 years old, but he brings to mind a bygone era when strong men were gentlemen,” says Canaday. “He is a class act — he was always professional during his career with AgTexas, and worked as hard on his last day as he did on his first.”

Bill says he can remember saying on occasion, “I will be glad when I can retire.” Suddenly that day came on March 31, and although he looks forward to enjoying his freedom, he admits, “The tough part is saying ‘so long’ to the AgTexas family. Thanks to everyone for the well wishes, and I hope to see you down the road.”

You might spot him with his familiar cowboy hat and moustache, somewhere on a horse or maybe by a lake with fishing pole in hand. Bill’s wife, Janice, and their children and grandchildren will enjoy seeing more of him on their ranch near Blooming Grove. Bill often said in his last days at AgTexas, “I’m finally going to do in the daylight what I did for 33 years at night.”

Thank you, Bill, for all the great business you brought to AgTexas and the solid reputation you built for our association in the communities you served. Thank you for being our friend.



AgTexas’ Bill Page in the early years, wearing a Production Credit Association shirt



Bill Page, former AgTexas vice president of lending services, left, enjoys the mountains with Dave Cullins, senior vice president of appraisal services.



AgTexas staff members honor Bill Page by wearing moustaches to match the one that he has always sported.