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**January 2022**

**THE NEWSLETTER FOR THE MICHIGAN AG INDUSTRY**

## **EXPANDING OUR VISION**

Michigan Valley has seen significant growth in both service and sales, and we have continued to invest in personnel and equipment to better serve you. We are blessed with a workforce that has continued to come to work, and our yards have great inventories of PVC, wire, and pivots.

Unfortunately, our availability of materials is not due to an improved supply chain, but the risks we took in July ordering fifteen miles of steel structure and over thirty-five miles of PVC. I hope this is a speed bump in the road and not a “new normal.” Regardless of the duration, to survive we must operate looking further down the road than we historically have. Had Michigan Valley waited to secure materials, we would be looking at June or July before we could hope to deliver. We need to be considering our fall 2022 projects now in addition to provisioning for spring.

For over 35 years Michigan Valley Irrigation has been striving to provide the best irrigation equipment and service available, and we will continue to do so. This means adapting and improvising to overcome unexpected obstacles, creating contingency plans, and expanding our vision on inventory.

What will 2022 bring? We look for reasons to be optimistic about the supply chain and inflation situations improving, however the reality is that we have a six month lead time on new iron, pvc manufacturers are not accepting orders, and prices continue to climb. Our promise to you is to continue to work every day to overcome these obstacles and have you ready for a successful irrigation season.

**JOHN M. MCGEE**  
**PRESIDENT**

## **EARNING YOUR BUSINESS**

As a company we have been through many changes since our doors opened in 1985. You, our valued customers, have been through many changes as well. Based on the impact of technology and the increased access to information, it appears that change will continue to occur at a rate that some of us may find challenging. We intend to get you water when you want it and when you need it. We also believe that taking the correct approach to helping you solve challenges is critical and that our ability to help you improve your operation moving forward is necessary to earn your business.

Over the past year, we have talked about Developing Irrigated Acres. A concept that is much more involved than purchasing equipment and requires extensive planning. An irrigation project that is truly an investment in your farm and likely to have an impact on performance for decades, will provide greater returns if it is well designed. More recently we have made an increased effort to build bridges with our suppliers and vendors to form solid relationships and strengthen our supply chain. With uncertainty in the deliverability of our system inputs, we ordered ahead to ensure that pivots and ancillary items would be "on the shelf" for this winter and spring installation season.

Markets will change, weather will vary, politics will interfere, and many hiccups will occur, but we will do our best to get you water when you want it and where you need it with a well thought out design. We thank you for your past business and look forward to working together for years to come.

**PETE PHILLIPS**  
**MARKETING**

***Congratulations!***

TO

**Greg & LeeAnn**

**McCarthy**

ON BEING NAMED

**2022**

**Michigan**

**Master**

**Farmers!**

***Congratulations!***

TO

**The McKeown**

**Brothers**

OF MIDDLEVILLE

ON WINNING THE

***Michigan Irrigated No-Till***

***Class of the National Corn***

***Growers Association***

***yield contest***

WITH OVER

**299 BUSHELS/ACRE!**

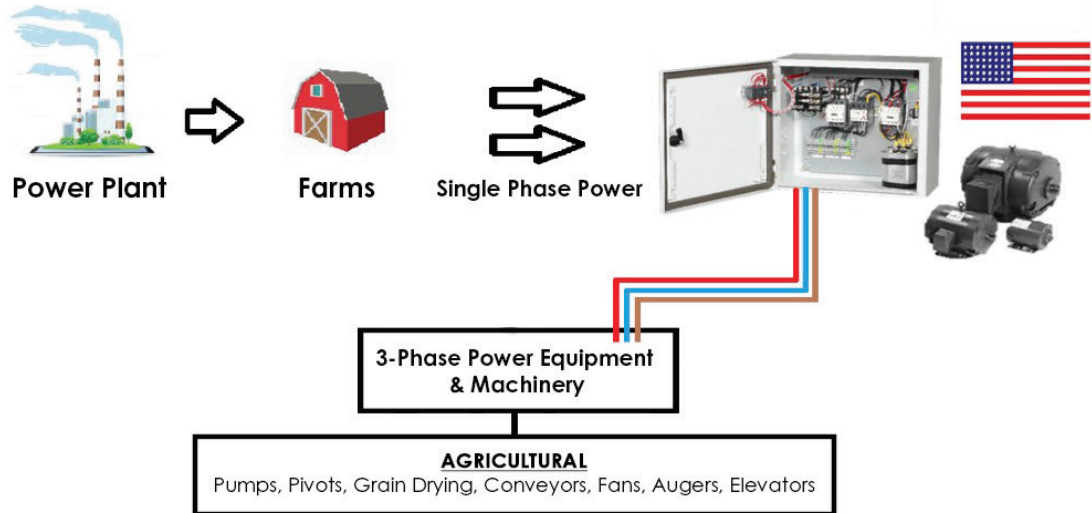
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## WHAT IS A PHASE CONVERTER AND WHERE ARE THEY USED?

A phase converter is an electrical device that uses a control panel and a custom electric generator motor to create three phase power from a single-phase source. Phase converters can be used in a variety of locations where three phase power is not available. Typically, you will not see three phase power in rural areas and or residential areas, as it's a commercial power. Phase converters can be used on Pumps, Fans, Pivots, Augers, Blowers, Elevators, Mills, Air Compressors, Wood Working Equipment, Grinders, Welders, and car lifts just to name a few.

**Feel free to contact our professional staff with any application questions.**



### ABOUT THE AUTHOR

Adam is the president of Treyline Supply and Mfg. Company, LLC based in Holland, MI. They manufacture quality Rotary Phase Converters, Enclosed VFD Systems, Enclosed Soft Starters, and Pump Starters. All units manufactured in house, are referred to as our "Energy IN Motion" (EIM) product line. They have been in operation since 2010 with Adam at the helm.

Treyline has enjoyed an excellent relationship with Michigan Valley for many years. We have developed specific option packages for phase converters and soft starts, to meet the needs of Michigan Valley Irrigation installations.

**ADAM VANDERWAL**  
**PRESIDENT, TREYLINE SUPPLY AND MFG. COMPANY**

Michigan Valley Irrigation  
2071 E. Main Street  
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McBride, MI 48852

# MVI Newsletter Winter Edition 2022



## EMPLOYEE SPOTLIGHT



A big **THANK YOU!** to **Laurie Spencer** for 33 years of service to Michigan Valley Irrigation. Laurie has been a mainstay in our Vassar office and has decided to retire. Enjoy the next season of your life!

## UPCOMING EVENTS

Great Lakes Crop Summit	Mt Pleasant, MI	Jan 26-27
MI Potato Winter Conference	Grand Rapids, MI	Feb 2-4
Great Lakes Regional Dairy Conference	Frankenmuth, MI	Feb 3 -5
MVI Customer Appreciation Day	McBride, MI	Feb 8
MVI Customer Appreciation Day	Battle Creek, MI	Feb 9
MI Dry Bean & Sugar Beet Symposium	Bay City, MI	Feb 22
Van Buren County - Farming for the Future	PawPaw, MI	Mar 8



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[FACEBOOK.COM/MICHIGANVALLEY](https://www.facebook.com/MICHIGANVALLEY)



VISIT THE NEW MICHIGAN VALLEY BLOG  
AT [WWW.MVI.FARM/BLOG](http://www.MVI.FARM/BLOG)