

Corey Prins

of Northwestern Farm Management Company

2015 Professional Farm Manager of the Year

As land is passed down through generations, the knowledge of how to work it can be lost. In these situations, farm managers like Corey Prins become indispensable. He connects land with rich traditions to the most innovative practices in agriculture today.

Prins' dedication to providing innovative solutions and maximizing the potential of each client's land has earned him the 2015 ASFMRA Professional Farm Manager of the Year award.

"As a farm manager, Corey is extremely in tune with the land. Each piece of property has different capabilities, and based on those potentials and capabilities, it's necessary for him to design a program for each one," said client John Nystrom with Charles F. Galles Company. "Corey has been with us for 10 years. We can put our trust in him to make the right decision whether we are included or not ... If I die tomorrow, I have faith that he would make the right decision."

Prins' connection to agriculture began when he was young, growing up on a family farm outside Edgerton, Minn. He attended South Dakota State University, graduating with a bachelor's degree in ag business. Prins then spent nine years working as a farm manager with Northwestern Farm Management Company.

Today, he works with 121 clients who own more than 27,000 acres of land throughout Minnesota and Iowa.

DEDICATED DIRECTOR

Earning a client retention rate of 100 percent requires constant attention to each client's needs. Prins works tirelessly to help his clients whenever they need him.

"What impresses me most about Corey is his work ethic. Corey is very good at being here early or working any hours that are needed. I'll get an e-mail from Corey sometimes at 3 a.m. He's always thinking about his work and doing his job better," said Accredited Farm Manager Michael Norgaard, one of Prins' co-workers.

Prins keeps his clients updated with regular financial reports, information about crop growth, precipitation and other useful insights.

"He's good at anticipating what I should know before I think to ask about it," said client of nine years, Liz Becker. "He's

attentive and focused during our conversations—making me feel I'm his clear priority, even when I know he's swamped with other work."

This attention to detail and service defines all aspects of Prins' work.

"I make an effort to make sure every client feels important," said Prins. "A client who feels important and knows they can rely on me to provide truthful answers to current agricultural issues is a happy and satisfied client."

INSPIRING INNOVATION

Prins works hard to keep his clients updated and aware of the best new farming practices and improvements.

"Implementing innovative practices, such as variable rate technology, has many benefits. We're minimizing the environmental impact, saving money by applying less inputs over the entire farm and actually harvesting a larger crop. It's a win-win. You're saving money and getting more," Prins said.

Prins excels at inventing solutions tailored to each client's unique needs.

For example, after one client lost a soybean crop to hail in early July, Prins recommended she plant sunflowers. She ended up harvesting 2,060 pounds per acre, earning her an additional profit of \$186 per acre on top of the hail claim.

CONSERVATION CHAMPION

Beyond increasing the bottom line for his clients, Prins uses his role as farm manager to implement good practices for the land in the long term.

Many of the farms that he manages are enrolled in the USDA's Conservation Stewardship Program. He has helped clients implement conservation strategies, such as tile drainage installation and projects to minimize soil erosion.

For one client, Corey helped him sell a low-quality farm with many wetlands to a state conservation agency in exchange for a more productive farm.

Another client's farm was situated at a lower elevation than a lake. The dike had eroded, and the client's farm flooded every time it rained. Prins helped his client through the process of reconstructing a new dike with erosion control structures. The farm hasn't flooded since that time.



Prins is instrumental in helping his clients find the best long-term solutions for their land, their bottom line and their successors.

LEGACY OF LEADERSHIP

In addition to educating his clients, Prins always takes time to share his knowledge with the next generation of farm owners, workers and managers.

“Corey is a natural teacher. He’s a positive and convincing advocate for the farming industry and clearly loves to share his knowledge with others. Corey is the backbone of our farm’s success, and as a result, it will be passed on to future generations,” said Becker.

He is a leader in ASFRMA and teaches farm management courses, teaching best practices to the next generation of farm managers.

He served as state ASFRMA president in 2013 and has served on the Management Education Committee for six years. He has been a Management Education instructor for four years.

In addition to the agriculture community, Prins is a fixture in his local community. He has served on the board of his daughters’ school, Marshal Area Christian School, for eight years. He worked as a youth baseball coach, T-ball coach and basketball coach. He has also served on his church council and worked as a



[Top] Brent Rockers, Syngenta, and Corey Prins outside Marshall, Minn., talking about this year’s crop on a farm that Corey manages.

[Above] Corey with his wife, son and two daughters.

youth group leader and Sunday school teacher.

His years of service and legacy of leadership have earned him this much-deserved recognition as Professional Farm Manager of the Year, according to the award sponsors.

Sponsored by *AgProfessional*, ASFRMA, and Syngenta, the Professional Farm Manager of the Year award has been presented since 1986. To watch a video honoring Corey Prins, go to www.farmmanageroftheyear.com. **AG**