

Wellsville Chamber of Commerce
Chamber Spotlight
Simplot Growing Solutions
By: Morgan Adams

Our nineteenth Chamber of Commerce Spotlight is Simplot Grower Solutions, which is based out of Boise, Idaho, and now has a location at 616 Locust Street, Wellsville. In 2019, Simplot Grower Solutions, an agricultural retail business that sells seeds and other farm products to farmers, purchased Wellsville's Pinnacle Agriculture, which used to be East Kansas Chemical that had been established in the late 1970s.

Simplot Grower Solutions is extremely successful in the customer service arena. They pride themselves on their customer loyalty, which has built strong bonds over 50 years for some businesses and individuals. Although many customers have come to depend upon their products, it has been difficult to obtain some of their supplies due to shortages that have developed because of Covid-19 and the recent trucking and shipping issues that have created havoc for many businesses across the country. However, Simplot prides itself on doing everything possible to meet the needs of their customers.

There are many different activities that keep employees at Simplot Grower Solutions busy. What they end up doing strictly depends on the time of year and the crop stage. No two days are the same. With six employees at the Wellsville location, they pride themselves on the fact that four of the employees are Wellsville High School graduates. Being graduates of Wellsville helps them personally know the customers and their needs better. It also allows the customers to build a strong relationship and understanding with the business, as the employees know many of the customers' backgrounds. With locations coast to coast, Simplot Grower Solutions supplies locally focused products and services that help farmers maximize yields on every acre of farmland.

Simplot enjoys interacting with the entire community, as the community has been truly supportive of the business. The support the community provides has allowed Simplot to help its customers and the Wellsville citizens through various events.

When planning for the future, Simplot Grower Solutions constantly strives to improve customer satisfaction, while looking for new ways to improve the company as a whole. They also place a strong focus on employee retainment within their company.

If you are interested in learning more about Simplot Grower Solutions, visit their website at www.simplotgrowersolutions or call (785) 883-4104. Those interested can also visit their blog, which can be found on the website. It provides informational articles such as "Six Important Questions Farmers Should Ask Themselves Regarding Phosphorous Management", "National Trends in Crop Health", and "A Deeper Dive Into Nitrogen".



Simplot

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