

New Vision Co-op

Worthington, MN

1901 - 2008

Five branch grain elevator locations of New Vision Co-op of Worthington, were honored at the 101st annual convention of the Minnesota Grain and Feed Association (MGFA), for a century of continuous service to the region. The elevators located in Mountain Lake, Hills, Beaver Creek, Jeffers and Windom were inducted into the MGFA Century Club, in recognition for providing vital community leadership, employment opportunities, economic development, market access, essential crop inputs and quality customer service for over 100 years.

The original elevator in Mountain Lake was the Farmers Elevator Company, organized in 1901. The Mt Lake elevator was purchased by Cooperative Elevator Company of Windom in 1984 from CHS Inc. The Cooperative Elevator Company of Windom was organized in 1905, with F.M. Dyer as its first president. The prominent John Gustafson was Board President in 1927. John Gustafson also served as the President of the Farmers Elevator Association of Minnesota when he suffered a fatal heart attack while addressing the attendees at the 1927 opening general session. Over time, Windom Coop Elevator purchased competing elevators in Windom (Hutton Elevator, Gilliam Elevator and Dill Elevator) and in 1992 merged with Prairieland Co-op, which eventually became part of New Vision Co-op in 1998.



The Farmers Elevator Company of Jeffers was founded in 1904. The first board president was Ole Osland. The name was changed to Farmers Cooperative Elevator Company in 1947. In 1986, the elevator in Jeffers purchased the Southwest Grain Terminal in Heron Lake and together with Cooperative Elevator Co. of Windom formed Prairieland Co-op. Prairieland Co-op joined with Consolidated Coop in 1998 to form New Vision Co-op. Consolidated Co-op's history dates back to 1910, so that location will have to wait a few more years for century recognition.



The Hills Mercantile Company was organized in 1903, with Gilbert Qualley elected to serve as its first board president. Beaver Creek Farmers Elevator was organized in 1905 and by 1919 the co-op had purchased the last elevator in town from former St. John's Elevator owner William Rathgen. In 1993, the Hills Co-op, then called Hills Cooperative Farm Service, merged with Beaver Creek to form Hills-Beaver Creek Cooperative Elevator. Hills-Beaver Creek Cooperative Elevator operated from 1993 until the merger with New Vision in 2003. New Vision Coop is managed by Frank McDowell, who has over thirty years experience in elevator operations, grain marketing and management and has been at New Vision since 1999.