

## Bulk Seed Systems

*By McKenzie Fischer*



For the month of March, the Wabasso EDA, Commercial Club, and Redwood Area Development Corporation are highlighting Bulk Seed Systems, a family owned business located between Wabasso and Wanda.

Eldo and Elizabeth Schoer have been in the Wabasso area farming since Eldo returned home from Vietnam. There they raised seven children of which three have returned back home to help out on the family farm.

Initially Schoer's began building and selling products under the name Schoer Farms LLC in the spring of 2002. Bulk Seed Systems Inc was created by Eldo, Jeff, Brad and Joel Schoer and officially began in 2009. After building their products for just over twenty years, the Schoer's have adapted to the change in the seed industry by introducing new products and also purchasing a company and now manufacturing its product in house. All products Bulk Seed Systems Inc manufactures and sells are designed to improve safety on the farm or at the business. They still operate at the original location and have since built a large work and office space to operate out of. Their product's use has also expanded beyond corn and soybean farming to breweries/distilleries, product packaging, and other specialty companies, but it wasn't always this way.

The product that put Bulk Seed Systems on the map was their Pro Box stand. After recognizing a need for an easier way to get through planting season, the Schoers took it upon themselves to build a frame that perfectly fit a bulk seed box. This frame paired with a seed chute connected to

a Christianson Seed Vac allowed them to unload their product into their planters from the box the seed came from with ease.

Once Christianson Seed Vac had discovered the stands and chutes the Schoers were building to easily get the seed from the containers to the vacuum that Christianson manufactured, they reached out to them with contacts to get them some publicity and quickly realized they could work together.

After successfully landing in a few major farming magazines, the Bulk Seed Systems business exploded. Farmers from around the United States were contacting the Schoers to see if they were selling the products that were shown in the magazines. “We had no idea that our product would take off like it did!” said Jeff Schoer. “We grabbed on to the opportunity and made a business out of it!”

Jeff explained how their business has evolved since they started mass producing their products. “Things weren’t always like this. At first, we started out in the two-car garage and our office was in an ice house. We eventually insulated an existing machine shed the next summer and built stands in there all winter long. Next, we added the office onto the Quonset building, insulated the Quonset and added a hallway into the first insulated shed so that everything was connected. The existing garage we started in served as our paint booth until we added a down-draft booth into the back half of the first shop. As time progressed we also added two more buildings. One is an assembly area, and the other is a loading dock for shipping and receiving with an area for newly painted products to cure indoors before going out to the other warehouse we have.”

Bulk Seed Systems now successfully manufactures over a dozen products, with their best sellers being the ProChutes, the Seed Slide, and their B2B Seed Treater. In order to keep farmers informed of what they do, they attend four farming shows each year. Bulk Seed Systems operates smoothly because of the dedicated staff and seasonal helpers that help during their busy seasons. They are extremely thankful to have five family members that work full time, Eldo, Jeff, Brad, Joel, and Jeff’s son Travis. “Tina Hanna has been another huge part of our success since the fall of 2014,” said Jeff, “We also have six seasonal full-time and part-time employees from December through April. They range from retired farmers to our own children in high school.”

When I asked Jeff what he would like to say to someone looking to start a new business he stated, “If you have an idea on something that you know people need or want, don’t be afraid to ask for help. You need to advertise but only to the population that needs your item. Word of mouth is the best form of advertising.”

If you’re looking to see how Bulk Seed Systems is contributing to the farming industry, you can find them online at [bulkseedsystems.com](http://bulkseedsystems.com) or in person at FarmFest, Redwood Falls, MN in August; the Nebraska Ag Expo, Lincoln, NE in December; the Iowa Ag Expo, Des Moines, IA in January; or the National Farm Machinery Show, Louisville, Kentucky in February.