

Member SPOTLIGHT

Insight FS



Jefferson , WI

This month, we are featuring WABA member, **Insight FS**.

Insight FS started in 1929 as a small co-op supplying coal, feed, and fertilizer. Over the years, it grew by expanding its products and merging with other cooperatives to better serve local farmers and businesses. In 2015, the company rebranded as Insight FS to reflect its focus on providing expert solutions in agriculture and energy. Today, headquartered in Jefferson, Wisconsin, Insight FS operates 23 locations across Wisconsin and Michigan's Upper Peninsula, offering services in agronomy, energy, feed, seed, turf, and agri-finance. Now part of the GROWMARK system, Insight FS continues to help customers improve efficiency and profitability in an ever-changing industry.

Insight FS is an ag cooperative serving farmers, businesses, and homeowners across Wisconsin and Michigan's Upper Peninsula. Insight FS provides everything from crop nutrients and seed to energy solutions, animal feed, and turf care. Whether it is helping farmers maximize their yields, keeping businesses fueled, or ensuring homeowners have reliable propane, Insight FS provides the products, services, and expertise customers depend on.

The company plays a pivotal role in bolstering the local economy through several key initiatives:

- **Economic Support:** By offering essential products and services to agricultural producers, Insight FS ensures that local farmers have the resources they need to operate efficiently and profitably.
- **Employment Opportunities:** Insight FS provides numerous jobs within the community, ranging from agronomy experts to support staff, contributing to local employment and economic stability.
- **Community Engagement:** Insight FS actively participates in community development projects, educational programs, and local events, fostering a strong sense of community and supporting local initiatives.

"As a member of the WABA Board, I've seen firsthand why WABA represents over 80% of Wisconsin's agribusinesses. From leadership development and safety training to grain grading and FSMA education, WABA provides valuable training at all levels. It also offers opportunities for our agronomy and feed teams to earn credits while advocating for farmers at the Capitol, ensuring our industry's voice is heard. I appreciate everything WABA does to support and strengthen Wisconsin agribusiness," said Steve Hellenbrand, Feed Marketing Manager at Insight FS and WABA Board Member. Learn more about Insight FS by visiting their website [here!](#)

