MEDIA RELEASE

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**Upside for Australian farmers in 2015 global trends**

External factors will always have an impact on primary producers — be they global, trade or weather related.

But what has a bigger impact on farming businesses are the internal factors.

Patrick McVeigh, Case IH National Aftersales Manager, says, “It’s the elements farmers do have control over that make the most difference to an operation — things such as paddock rotation, soil management, animal husbandry, cropping techniques, machinery maintenance and so on.

With winter crops dominating the discussion across the country, Patrick is eager to remind farmers that Case IH servicing offers genuine support that will pay off in the long run.

“Farmers can’t control the mixed rains, but it’s good to see them doing maintenance, setting themselves up to make the most of harvest later this year. Keeping machinery primed will enable them to capitalise on favourable conditions.”

“While the falling Australian dollar obviously helps grain exports, it’s more important to concentrate on getting good germination and growing a healthy crop, to have the best shot at a good harvest.”

And Patrick says with these favourable economic conditions helping farmers across Australia, now is a good time to keep maintenance a priority, to stay in control of what happens on the farm and always be in a position to capitalise.

It’s a story that’s been echoed by dealers around the country. Preparation and maintenance are the best bet for Australian farmers tackling local challenges. Your local dealer has the stock, staff and support on hand to keep you productive.

With global innovation behind them, Case IH dealers are perfectly placed with local knowledge.

Make the most of the upcoming season: buy your parts and have your machinery serviced now by your Case IH dealer to access 0% interest on planned service and repairs before 30 June. Minimum spend is $15,000. Includes major repairs, such as engine or transmission replacement.

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Drawing on more than 170 years of heritage and experience in the agriculture industry, Case IH provides a powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

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