

# FARM FORUM



## NEW CASE IH CVT TRANSMISSIONS

**SMOOTH, STEPLESS, EFFICIENT POWER**

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PLANTER ROW CLUTCHES ELIMINATE COSTLY OVERLAP

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VALUE-PRICED PARTS FOR OLDER TRACTORS

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**CNH** CAPITAL



## ON THE COVER:

Continuous product improvement makes each model year of the Axial-Flow combine even more productive than the model it replaces. Here, an Axial-Flow 8120 combine unloads its 350-bushel grain tank at 3.2 bushels per second. New corn head options include 16- and 18-row models. The Magnum 245 tractor is rated at 200 PTO hp.

## FARM FORUM COMMENT

# WE'RE WITH YOU

North American farmers have made good use of the strong ag commodity prices over the last several years.

That fact was brought home to me as I talked with producers who visited our exhibit at recent fall farm shows.



They told of upgrading their equipment and strengthening their balance sheets. Now, as margins pull back from the levels we recently experienced, these farmers say they're better positioned to sustain their businesses, thanks to more productive equipment and a stronger financial position.

The reasons they gave for upgrading equipment are solid: Assure reliability; get more work accomplished with limited labor; be timely, especially in challenging planting and harvesting conditions; and gain the most return from costly crop inputs. Growers who trade equipment frequently also emphasized that identifying specific equipment costs per acre or hour are key components in their budgeting.

There's strong interest in new technology. Farmers explained how they're looking for innovations that will increase productivity and efficiency. These improvements must be in place for them to justify new equipment purchases.

For our part, at Case IH, we're bringing technology-based innovations to market at an increasingly rapid pace. Several examples highlighted at our shows and in this magazine include the CVT transmission available in selected models of Puma and Magnum tractors, and new Precision Farming products such as the Accu-Row clutches for planters.

We also displayed higher-capacity equipment including new 32- and 36-row planters, 16- and 18-row corn heads, and wider models of tillage tools designed to manage tough residues from high-yielding crops.

These are the types of new products and technologies that deliver the increased productivity or cost savings that justifies their purchase. Watch for more, as we introduce solutions for evolving opportunities in agriculture such as the expanding biomass market.

All of the Case IH team members attending the shows appreciate hearing about the values and traditions that the IH heritage brings. We know how deep the Red brand runs in many farm families, and we're mindful of that as we continue the tradition of innovation and leadership. Our heritage and our brand are becoming more illuminated every day.

Agriculture will always be challenged by markets, weather, and other factors. This next year will be no different. But every time I meet with producers I'm always impressed with your optimism and confidence. Know that Case IH is with you, with the equipment, services and support you need to meet agriculture's ever-changing demands.

**Jim Walker**  
Vice President  
North American Case IH  
Agricultural Business

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### ONLINE EXCLUSIVE FIRST OWNER REPORT

With its speed and control, a Puma 225 CVT meets this farmer's changing tractor needs. [www.caseih.com/farmforum](http://www.caseih.com/farmforum)



### OUR MISSION:

To provide you with information about Case IH equipment, trends in agriculture and growers' experiences to help you successfully manage your farm business.

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# NEW CASE IH CVT TRANSMISSIONS

**CVT TRANSMISSIONS PROVIDE SMOOTH, STEPLESS, EFFICIENT POWER FOR ANY APPLICATION**



Attendees at recent farm shows saw CVT demonstrations. At left, a Puma tractor, with the wheels raised off the ground, responded immediately to operator input. At right, a cutaway CVT showed how the transmission delivers smooth speed changes and a high proportion of total mechanical linkage for maximum efficiency.

**CASE IH CVT TRANSMISSIONS ARE AVAILABLE IN THESE CASE IH TRACTORS:**

| MAGNUM TRACTORS |        |
|-----------------|--------|
| MODEL           | PTO HP |
| Magnum 225 CVT  | 195    |
| Magnum 210 CVT  | 180    |
| Magnum 190 CVT  | 165    |
| Magnum 180 CVT  | 150    |

| PUMA TRACTORS |        |
|---------------|--------|
| MODEL         | PTO HP |
| Puma 225 CVT  | 195    |
| Puma 210 CVT  | 180    |
| Puma 195 CVT  | 165    |
| Puma 180 CVT  | 150    |
| Puma 165 CVT  | 135    |

A new type of transmission brings the next level of efficiency and productivity to high-horsepower tractors. The new Case IH CVT – Continuously Variable Transmission – delivers new levels of productivity, performance, and convenience.

The CVT transmission now available in Case IH Magnum 180, 190, 210, and 225 models and larger Puma models is a marriage of an efficient gear transmission, advanced hydraulic system, and sophisticated electronic control.

The Case IH CVT transmission, together with the standard Case IH Diesel Saver AutoProductivity Management (APM) system, optimizes ground speed, load and engine performance for the best combination of power output and fuel efficiency. In virtually all situations – high draft loads, varying draft and PTO loads, or loader/shuttle work – the CVT provides the efficiency needed for the application.

The engine connects to a

compound planetary gear set that drives the transmission gears and a hydrostatic drive pump. The hydrostatic drive pump, the mechanical gears, and a heavy-duty double clutch system work together to give the stepless gear changes with the mechanical efficiency of a traditional gear-on-gear transmission.

Depending on the speed and load, the engine's power may be passing through the transmission in a fully mechanical linkage, or in a fully hydraulic mode, or in a combination of the two, with both the mechanical transmission and the hydrostatic motor powering the transmission output shaft. The CVT provides smooth and seamless transitions initiated by the electronic controls, based on the parameters you select.

The Case IH CVT offers the additional advantage of four mechanical gears and two reverse gears. The higher number of gear ranges increases the likelihood of the Case IH CVT operating in full mechanical mode at any given ground speed for maximum fuel efficiency. Other makes of CVT-equipped tractors have only two or three forward mechanical gears which significantly limits mechanical efficiency.

This combination of traditional gear drive plus hydrostatic drive differentiates the CVT from power-

shift transmissions. It's the addition of the Diesel Saver APM system that truly sets it apart from other drive systems.

APM manages the engine speed and the amount of power driven through the hydrostatic components versus the mechanical components of the transmission.

It reduces engine speed to the lowest rpm that will handle the load, and selects a transmission setting that will put as much power as possible through the mechanical gears to maintain a specified ground speed, efficiently.

The Case IH CVT gives the operator the ability to tailor the transmission's performance to the specific task at hand.

You can select the desired engine speed and your targeted ground speed; the Case IH CVT, with its APM, automatically responds with the most fuel-efficient combination of engine speed and drivetrain selection. There's also the ability to select the sensitivity of the transmission's response to load inputs.

Operating the CVT is simple. The Multicontroller lever controls the tractor's ground speed and engine speed based on the parameters you've set.

Push the control lever forward and your ground speed increases to your target speed. The APM selects the best engine speed and



## VARYING SPEEDS, VARYING LOADS, MAXIMUM PERFORMANCE AND CONTROL

transmission ratio for the load.

Pull the control lever back to reduce ground speed, with full engine braking. The APM readjusts the engine and transmission to match the reduced speed.

When you come to a complete stop, the Case IH CVT provides "active stop" to keep the tractor stopped without applying service brakes or the parking brake.

Forward/reverse direction changes for loader work and other shuttle applications can be made by simply pushing the shuttle buttons on the Multicontroller lever.

The precision and control of the Case IH CVT surpasses any other transmission you've experienced. Full power is available at creeper speeds as low as 98 feet per hour, with speeds continuously variable up to 25 mph (40 kph). Top speeds of 31 mph (50 kph) are offered as part of an option package that includes a suspended front axle.



**Case IH Magnum and Puma CVT tractors excel at handling tasks that require varying speeds and loads.**

**For example, match a Magnum or Puma CVT tractor to a large grain cart. You can run up alongside the combine, using the Multicontroller lever to match your speed to the combine's. The tractor's choice of three speed ranges lets you set one maximum speed to match the combine's speed, if you wish, as an additional operator aid.**

**As the grain cart fills, the tractor's Diesel Saver AutoProductivity Management (APM) system manages the engine and transmission to maintain the required ground speed even as the cart gets heavier and harder to pull.**

**When the combine hopper is empty, push the Multicontroller lever forward to increase your ground speed. Set another speed range for the maximum field speed you want to maintain ... the engine and transmission work together to maintain it, through soft ground, up and down grades, limited only by the tractor's total available power.**

**Ease back on the Multicontroller lever to crawl out of the field and onto the road. Speeds as low as 98 feet per hour – at full power –**

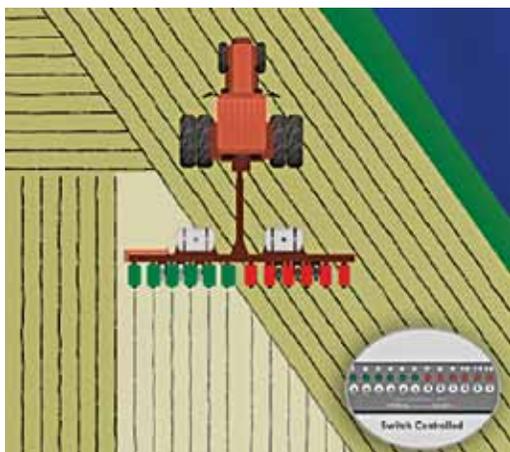


**are available to maneuver the heavy cart through tight, uneven field openings.**

**On the highway, select your maximum speed range, push the Multicontroller lever all the way forward, and the tractor's APM does the rest, choosing the best combination of engine speed and transmission range to move the load at up to 31 mph when equipped with the suspended front axle and suspended cab.**

**Returning to the field with the empty cart, you'll notice the tractor's running down the road at a lower engine speed than it did with the load. That's because the APM realizes less power is needed for the same road speed, and adjusts the engine and transmission for maximum fuel economy.**

**Simple operation ... total control ... maximum fuel efficiency ... that's what the Puma and Magnum CVT tractors deliver.**



# PLANTER ROW UNIT CLUTCHES

**WITH AUTOMATIC ACTIVATION, ROW-UNIT CLUTCHES ELIMINATE COSTLY OVERLAPS**

As planters in the 16- to 36-row range become more common, more growers face the challenge of running these big rigs in irregularly shaped fields. Planting in most any field shape other than one with perfectly straight boundaries means you'll face overlaps or gaps at row ends, and as you work around waterways and other obstructions.

Not a big deal? It wasn't, with the old 4-, 6- and 8-row planters. But with widths of 60 feet and greater these big planters cover a lot of ground, and the costs associated with double-planted areas add up quickly. Avoiding double planting, by shutting off individual row units as the planter travels into previously planted areas, saves input costs and increases yields.

New Case IH Accu-Row Clutches make row unit management possible.

The problem with double-planted corn and other row crops is twofold. The first is yield reduction: Crowded plants don't reach their full potential. Double-planted areas generally yield 30 to 35 percent less than areas with the optimal population.

The second problem is wasted seed and other planter-applied crop inputs. In the double-planted areas, you're applying more seed even as you reduce yields. With seed costs of several hundred dollars per bag and the substantial area of overlap posed by big

planters, the costs add quickly.

The chart (below) shows the estimated amount of overlap that occurs in 100-acre fields of various shapes without individual row shut-offs.

The Accu-Row Clutches work with the Case IH AFS AccuGuide guidance system and the AFS Pro 600 display or the AgGPS-EZ Boom 2010 automated application system.

When the guidance system detects that you are entering a previously planted area, it works with the Accu-Row Clutch system to automatically disengage planter row units, using air-activated clutches.

The system is rapid, and is as accurate as the correction signal the guidance system is receiving. For example, RTK users will see sub-inch accuracy of the row clutch activation. You can plant right up to previously planted rows for a nearly perfect intersection.

As with autoguidance, this technology is fascinating to watch in action. As the planter approaches previously planted areas, the clutches disengage as needed, and reengage when the affected rows move beyond the planted area ... all totally automated and "hands off."

Even in fields that are perfect squares or rectangles, Accu-Row Clutches play a role by eliminating last-pass planting challenges. If you've already planted perim-

eter rows, the system identifies the planted area and automatically shuts off the row units that aren't needed for your last pass. If you haven't planted perimeter rows, and have more planter rows than the last pass requires, you can turn off the unneeded row units from the cab.

The Accu-Row Clutches are available as a factory installed option on new Case IH planters. They're also available as a parts item at Case IH dealerships as kits for fitment on Case IH model

1260 Early Riser planters and as dealer-installed attachments for most other models. ■



**Air-activated clutches manage row units to eliminate planter overlap.**

| OVERLAP ESTIMATES WITHOUT INDIVIDUAL ROW SHUT-OFF CAPABILITY |                              |               |         |         |
|--|------------------------------|---------------|---------|---------|
|  |                              | PLANTER WIDTH |         |         |
| FIELD SHAPE  |                              | 45 feet       | 60 feet | 90 feet |
|  | RECTANGLE WITH STRAIGHT ROWS | 0.7%          | 0.7%    | 0.7%    |
|  | RECTANGLE WITH ANGLED ROWS   | 2.5%          | 3.0%    | 4.2%    |
|  | PARALLELOGRAM                | 1.6%          | 1.9%    | 2.5%    |
|  | ANGLED WITH WATERWAY         | 4.2%          | 5.4%    | 7.7%    |
|  | PIVOT CIRCLE                 | 3.9%          | 4.9%    | 7.0%    |
|  | ODD SHAPED OR CONTOURED      | 8.8%          | 11.5%   | 16.9%   |

Source: Terry Kastens, Kansas State University





## INTRODUCING MAGNUM CVT. THE FAMILY JUST GOT BIGGER *AND* BETTER.

The new class of Magnum™ tractors from Case IH are true row crop tractors in every sense of the word. With industry leading cab size, intuitive controls and *now*, a new continuously variable transmission (CVT) option, they give you the power and confidence to farm the way you want to farm. To experience the new Magnum 180, 190, 210 and 225 HP models, visit [www.caseih.com](http://www.caseih.com).

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# THE BEST OF BOTH

## A MISSISSIPPI FARMER BALANCES AN OFFICE JOB WITH FARMING



**As a beginning farmer, Steve Swedenburg had to turn to off-farm work to keep his operation going. He found he could balance both jobs, and has kept the dual role going. "I'm in the office every day, and on the farm every day," he says.**

"All I ever wanted to do was farm," says Steve Swedenburg, of Columbus, Mississippi. That's a dream shared by a lot of farm boys. But Swedenburg made that dream a reality when he bought a 400-acre parcel of farmland when he was 20, in 1981.

"I had to go to the courthouse so the judge could decide I was responsible enough to buy land; otherwise I'd have to be 21," he says.

Not only did he buy land, he got a FMHA loan for a new tractor and planter, plus some tillage equipment.

"My plan was to farm a lot of ground by myself, so I wanted to make sure I had good equipment," he says.

Fueled by ambition and optimism, Swedenburg planted his entire first crop to soybeans.

The crop came up short. "It was a terrible start," he says. "The check from the elevator was just enough to cover the custom harvesting, with a few dollars left over," he says.

The reality of farming overshadowed the dream.

Swedenburg was able to renegotiate his loans, and had the advantage of modest living expenses. A bumper crop of wheat the next year plus a good double-crop soybean harvest put him back on his feet. But anyone who farmed through the 1980s knows that back then, "getting back on your feet" could be short-lived.

Swedenburg says keeping fairly new equipment is a priority for increased productivity and reduced downtime. He relies on two Axial-Flow combines – this new 6088 and a 2366 – to harvest more than 3,000 acres of corn, soybeans and wheat.



Swedenburg soon found himself in another cost/price squeeze situation. This time, he turned to off-farm employment as a salesperson for a farm co-op to help cover living expenses. With sales ability and farm knowledge he moved into insurance sales, and ultimately, became a co-owner of an independent insurance agency in Columbus.

Swedenburg found the schedule of office work in the morning and farming in the afternoon and evening, workable. In fact, what started out as a necessary move to keep the farm has turned into a dual career of insurance and farming.

"I'm in the office every day, and on the farm every day," he says. "This has worked well for me. Plus if I were in the office all day, every day, I'd go crazy."

Today, Swedenburg farms about 3,200 acres of corn, soybeans, wheat and cotton. At the outset, he mostly rented land to support that initial purchase of 400 acres. In the late 1990s, he began purchasing land as it be-

came available. He now owns about half of the land he farms.

Swedenburg's region of east central Mississippi has farm land mixed in with timber land. Much of his land is in neighboring Noxubee County with its good prairie soils, but it requires a fair amount of travel. His farms are scattered in a 50-mile radius.

Farming these far-flung locations has required a few adaptations. Swedenburg counts on a good crew of five full-time employees who can get things going every morning while he's at his office job.

He's adopted minimum tillage practices wherever possible to reduce time in the field. Most soil work is handled in the fall, including fertilizing and bedding. "In the spring, we just want to apply burn-down herbicides and plant in the stale seedbed," he says.

The distances involved in his operation make equipment breakdowns that much more of an inconvenience. For that reason, he's made a point of trading frequently to run late-model



**Swedenburg's equipment includes four Case IH Magnum tractors. An avid outdoorsman and conservationist, he built a family hunting lodge (right) on one of his farms, using native lumber.**

equipment. Downtime is reduced, and when it does occur, he can count on his dealer to handle the repairs promptly and under warranty.

Swedenburg began running Case IH equipment when the dealer delivered one of the early Magnum tractors, a 7240, for a demo. He'd been farming with another color, but says that Magnum tractor was definitely better. Plus, he recalls, it was the first MFD row-crop tractor he had run.

He purchased the tractor, and a bit later, an Axial-Flow combine.

"After that, dealer service became the deciding factor," he says. "We were covering a lot of acres

without a lot of equipment, and the Case IH dealer was always so good about keeping us going."

Today, Swedenburg's fleet includes four Magnum tractors, a 255, a 215, a 210 and a 200; an MXM 175 with a loader and a JX80 utility tractor, plus an 8-row 1200 Series planter and several Case IH tillage implements. He has two Axial-Flow combines, a 2366 and a new 6088. With more power and a 30-foot header Swedenburg says the Axial-Flow 6088 provides a definite step up in capacity compared to the 2366 with a 25-foot header.

During planting and harvest,

Swedenburg makes a point of being hands-on with the equipment. "That's one part of farming I really enjoy," he says.

As Swedenburg's operation continues to evolve, he's scaling back his acreage a bit, looking for more productive farms closer to his home base.

Escalating crop input prices have prompted him to consider more effective ways of applying fertilizer. He's been grid-sampling for fertility for several years, which helps him make more accurate fertilizer application.

Next year, he anticipates having equipment that can place fertilizer directly in the row as he's bedding, rather than broadcasting it. "We'll use a lot less fertilizer and it will be more effective for the plants," he says.

The fact that autoguidance systems are becoming more user-

friendly has played a role in his decision to try in-row fertilizer. "These systems are getting easier for everyone to use. That's why we're interested. It's definitely the direction we want to go."

Rather than investing in on-farm grain storage, Swedenburg says he has a good relationship with a local elevator, and delivers grain there from the field, using his four semitrailer trucks. "With my work schedule, I decided dealing with storing and handling grain was one thing I didn't need to look after," he says.

Grain marketing, on the other hand, is something he focuses on. Having office hours every morning, with the Internet close at hand, helps him stay up-to-date on market activity.

Much of Swedenburg's farmland is interspersed among woodlands. But rather than ignore the wooded acreage, Swedenburg manages his woodlands for wildlife habitat and harvest.

"I'm an avid outdoorsman. I love to plant and grow trees, and I love to hunt and fish. We manage the woods and some of the cropland to cater to deer, turkey and small game," he says.

One point of pride for Swedenburg is a family hunting lodge he built on one of his farms using white oak, red oak, cypress, and other woods harvested from the property.

## Ups and downs

Not yet 50 years of age, Swedenburg looks back on 30 years of farming on his own.

"Farming here has been a roller coaster," he says. "There's the year when you think you might lose it all, and the next year when you're on top of the world."

He says thinking back to how his father and uncle farmed has helped him deal with farming's uncertainties.

"They dairy farmed and logged ... they were two of the hardest working men I've known. My dad always said to 'do your best, work hard, and things will work out.' That attitude has helped me a lot." ■

# VALUE-PRICED PARTS FOR OLDER TRACTORS

**GOLD VALUE HERITAGE PARTS MATCH OLDER EQUIPMENT NEEDS WITH PERFORMANCE-ASSURED AND WARRANTED PARTS**

## CHOOSE THE PART THAT'S BEST FOR YOUR APPLICATION

All of these parts are covered by at least a six-month warranty, including labor costs if they're installed by a Case IH dealer.

### GENUINE CASE IH PARTS

- All new components
- Designed for highest level of durability and performance
- Matches or exceeds original quality
- Available for all current and late model Case IH equipment

### CASE IH REMANUFACTURED PARTS

- Totally disassembled, cleaned, and reassembled using a combination of new and remanufactured components
- Designed for high levels of durability and performance
- Meets or exceeds original part quality
- Available for a wide range of current and late model Case IH equipment and other makes of equipment.

### GOLD VALUE HERITAGE PARTS

- All new components
- Designed for acceptable levels of durability and performance
- Fits and performs to CNH engineering standards
- Available for International Harvester, Case, Ford, David Brown, Fiat and Hesston tractors built before 1999.

### GOLD VALUE HERITAGE PARTS OFFERINGS:

- Brakes
- Cooling systems
- Electrical
- Engine components
- Exhaust
- Fuel pumps
- Hydraulic pumps
- Steering components
- Hitch components
- Transmission components

Buying parts for older equipment can be challenging. Chances are you're keeping the older machine to fill an occasional support role at planting or harvest, or perform tasks where it's not constantly pushed to its maximum limits.

In this role, new parts from the original manufacturer may be more of an investment than you want to make in an older piece of equipment.

Along the same lines, remanufactured parts are a good choice for your primary use equipment. It's not uncommon for remanufactured parts to be better than the original part that came with the machine because they've been upgraded to the latest original equipment specs, and their price reflects their performance expectations.

Aftermarket parts may be lower priced, but will they fit your equipment? And will they perform as expected? There's no sure way to know.

To meet this challenge – providing good quality, value-priced parts for older equipment – Case IH dealers now offer the new Gold Value Heritage parts.

Introduced earlier this year, the selection of Gold Value Heritage parts is expanding to cover a broad range of tractors and other engine-powered farm equipment built prior to 1999.

The Gold Value Heritage parts are offered for International Harvester, and Case and David Brown tractors, plus Ford, Fiat and Hesston. Parts for other makes, including John Deere and Massey-Ferguson, will be

available as the line grows.

Gold Value Heritage Parts fill a unique role. They're manufactured to meet the requirements of older equipment that may not see the long hours of heavy field work or intensive daily chore work that your primary equipment does. That's where the savings comes in versus both Genuine Case IH parts that provide as-new performance, and Case IH Reman remanufactured parts with their added value.

Genuine Case IH parts meet the highest levels of quality and durability. They're a match for what was on your tractor or combine when it rolled out of the assembly plant.

Case IH Reman remanufactured parts are rebuilt using a combination of previously used non-stressed components such as housings, frames and brackets matched with new wear components such as bearings and seals. Some of these replaced items may be upgrades of the original material, giving Reman components their potential for "better than original new" performance.

Gold Value Heritage parts more than meet the work requirements of older machines, and at lower price point. That's the Gold Value Heritage Parts concept.

The unique advantage of Gold Value Heritage parts is that they have been evaluated and confirmed by CNH engineering for overall fit and function.

There's more. Because of the CNH engineering approval, the Gold Value Heritage parts carry the same six-month warranty carried by most Genuine Case IH parts and Reman parts. And, if they are installed by a Case IH dealer, labor is covered by the six-month warranty, too, just like Genuine Case IH parts.

The addition of the Gold Value Heritage parts line expands the parts offerings available at your Case IH dealer. You can choose the quality level you need for your application and gain the confidence of the correct fit and the value of six-month warranty coverage, regardless of your selection. ■





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**THESE SOUTH DAKOTA BROTHERS BALE NEARLY 30,000 LARGE SQUARE BALES A YEAR**

# BIG BALERS



**The Nelsens offer complete hay harvesting services including cutting, baling and hauling. Their bale stacker truck can gather and stack up to 120 bales an hour. Often, they run all balers in the same field, targeting 30 bales an hour per baler.**

"We don't do a huge amount of any one thing. We do a little bit of everything," Chad Nelsen explains.

"I like variety," adds his brother, Scott.

Chad and Scott Nelsen might be understating the "huge" part. Between their own hay and their custom work, these brothers bale upward of 30,000 large square bales a year, serving customers in a 500-mile radius from their Viborg, South Dakota headquarters.

Their variety comes from other custom farming services including air seeding and harvesting, but it's the hay business that's become a big part of their operation.

Custom farming is a natural fit for Chad and Scott, who say their father did a lot of custom work. "When we got into high school, he started passing jobs onto us," Chad says.

After graduation in the mid-1990s they started building their own operation by investing in land and equipment, and adding customers.

They knew from the outset that success in the hay business is all about performance and quality, and have geared their operation to deliver on both points.

The Nelsens run five Case IH large square balers; four LB432s

and one LB433. They say the bale size – 4 feet by 3 feet by 8 feet long – is the most efficient size for transport, compared to 3 by 3 or 4 by 4 bales.

"We see a 2 to 2-1/2-ton advantage per load with these 4 by 3 bales," Chad says.

Compared to 3 by 3 balers, they say that fields harvested by their 4 by 3 balers results in about one-third fewer bales. Fewer bales means less time and expense spent handling the extra bales.

The Nelsens offer a turnkey package that includes cutting, baling and hauling. They can roll into a field with a pair of Case IH 2303 windrowers equipped with 15.5-foot rotary disc headers to cut 300 acres a day, "pretty effortlessly," Chad says.

They bale with the five balers pulled by Case IH Puma tractors: four Puma 165s and one Puma 180. Often, they run all five in the same field.

"We have some younger operators, so if there's a service

problem, we're there. We keep in touch by radio as we're running to make sure moisture levels and pressures stay constant. That's important," Chad says.

They target 30 bales an hour per baler. They haul and stack bales using their self-propelled bale stacker truck which can gather and stack up to 120 bales an hour when the stacking point is nearby. "That's 350 tons per hour, baled, cleared and stacked," Chad says. "That's humping right along."

The Nelsens say the Puma tractors are efficient, fast and comfortable, and are proving to be a good fit for their operation. The Puma 165s deliver 135 PTO hp which is recommended as the minimum for these big balers. The Puma 180 has 150 PTO hp.





**Scott (left) and Chad Nelsen use five Case IH large balers for custom hay harvesting. Their other custom farming services include air seeding and harvesting.**

"These balers weigh 20,000 pounds when the chamber's full, so I wouldn't want any smaller tractor on them," Scott says. "We're having good luck with these Pumas. They're very efficient on fuel, with the 6.75-liter engines. They're a good match."

The Nelsens specified the tractors to have suspended front axles, cab suspension, and the Deluxe cab option including a leather air suspended seat.

"We're in these tractors 12, 14 hours a day, running 8 to 10 mph across the fields. We want a good comfortable place to work," Chad says. "Having these options helps with resale, too."

One key feature on the Nelsens' Pumas is the optional 50-kph full powershift transmission, with its 19th gear that gives a top speed of 31 mph. It's not uncommon for them to travel from 50 to 100 miles at a time, and

they say the added road speed translates into higher productivity.

"In five minutes, with five balers, we can pump out 20 tons of hay. That's a semi load. Reducing travel to spend more time in the field is a big advantage for us," Chad says.

All of the Nelsens' balers are equipped with the optional rotor cutter that gives them the ability to size hay and straw to meet specific customer needs. "Digestibility is important, and that's an advantage of the rotor-cut hay. Plus it's one less step for the customer. They drop the rotor-cut hay into their mixer wagon, and in just a couple of swirls, the ration is mixed," Scott explains.

The brothers say these balers provide consistent quality and produce bales as heavy as they want to make them.

"Heavier bales are more efficient to handle and transport, so we run the pressures pretty high," Chad says, noting that the Case IH balers tie "really well."

"We run them hard, 24/7," Scott adds.

Case IH equipment plays a role in the Nelsens' other custom farming services. They're using a new Case IH SDX40 40-foot no-till drill to seed about 7,000 acres of winter wheat, spring wheat and soybeans. It's their second SDX40 drill, and their first to have double-shoot seed delivery, which

places the fertilizer in a separate path alongside the seed, rather than mixed with seed. They say it makes more efficient use of the fertilizer for improved stands.

It's matched with a 430-bushel Precision Air 3430 cart with three compartments having 142-, 102- and 186-bushel capacities. They use the largest compartment for fertilizer; the in-cab Case IH AFS Pro 600 display provides full control and monitoring.

They pull the SDX40 drill and the 3430 cart with either of their two Steiger tractors, a Steiger 385 or a Quadtrac 485. They wanted the Quadtrac for its ability to handle tillage and seeding in conditions where its lighter footprint and reduced soil compaction is beneficial.

The Steiger 385 is used for tillage, planting, and running the grain cart. They also use it in place of the Quadtrac for longer runs on the road. "It's plenty of tractor for us, but we see it as good value for the power it delivers," Scott says.

They harvest with an Axial-Flow 7010 combine equipped with a 12-row corn head and a 40-foot 2062 flex-drafter header.

"You'd never believe a header that big can do such a good job. We can cut beans right on the ground, and barely have to run the reel. It's very smooth, and we're seeing probably a 2-bushel per acre increase with

it," Scott says.

The Nelsens keep their equipment fleet fairly new to stay in warranty and to give their customers added confidence. They say frequent trades also keeps them in close contact with their Case IH dealer, and together, they continually discuss what products and services will be best for their operation.

"With our dealer, we talk a lot about what we need and what the dealer and Case IH can offer. It's like they're part of our operation," Chad says. CNH Capital is part of the equation, too. The Nelsens finance much of their equipment through CNH Capital and gain advice and support from them, as well.

They see the commercial hay business being a large part of their business for the foreseeable future. They recently built a new hay shed with a scale and an office to give them more storage capacity and to have a place away from their homes to meet and conduct business.

They like the true free-market aspects of selling hay, plus the chance to meet people in different parts of the country.

"This hay business is working out well for us. It spreads our cash flow throughout the year, and we've developed friendships in new areas. We have customers from here to Texas. You don't get that selling grain to the local elevator," Chad says. ■



# 2009 TAX COUNTDOWN

## KNOWING WHERE YOU STAND MATTERS IN THIS RAPIDLY CHANGING ENVIRONMENT

*Some states may not allow the additional deductions. CNH Capital and Case IH dealerships do not provide tax, legal or accounting advice. Customers are strongly encouraged to seek their own professional advice on the proper treatment of these transactions. Always keep in mind that the ways income and expenditures are managed can have a significant impact on the amount of income tax owed. That's why it's important to visit tax advisors about the potential depreciation benefits of buying equipment before the end of their tax year.*

*This article was developed in cooperation with CNH Capital. CNH Capital provides a comprehensive range of services, including wholesale and retail financing, leasing, insurance, asset management, and revolving lines of credit, for the global marketplace. Building on 50 years' experience in the equipment finance industry, CNH Capital is helping Case IH dealers and well over half a million customers throughout North America, Latin America, Europe and Australia.*

With 2009 winding down, it's a good time to take stock of your overall financial picture with an eye on getting the most value from your income.

First and foremost, you should update financial statements to know where you stand, recommends George Patrick, a professor and extension ag economist at Purdue University.

"Input costs and commodity prices have been changing rapidly. Assumptions you have made earlier this year regarding your tax position may not be true," he says.

This is a year when smart or timely marketing will deliver another year of good incomes for some producers. On the broader scale, net farm income is forecasted to be down for most livestock and crop sectors for 2009.

Because of the variability inherent to agriculture, the Internal Revenue Code has provisions for managing unusually high- or low-income years. For example, one year's net operating loss can be carried back two years and deducted from the income of those years, which may result in a refund of tax paid during those years. Or, net operating losses can be carried forward, reducing tax in future years.

Patrick notes that generating a profit is preferable to incurring losses. But if 2009 turns into a net operating loss year for you, these carry-back and carry-forward provisions could be beneficial.

"Considering that 2007 and 2008 were high income years for

a lot of farmers, you may be able to carry losses back for a significant refund," he says.

The key here is to have a good handle on all income and expenses, and good projections for next year. The more accurate your figures, the better advice your accounting and tax professionals will be able to offer.

### Equipment purchase incentives continue

Several valuable incentives to spur equipment purchases which the U.S. government put in place in 2008 continue into 2009.

These include:

- The Section 179 deduction for new or used equipment, which continues at \$250,000.
- The first-year 50-percent bonus depreciation for new equipment.
- Ag equipment depreciation schedules reduced to five years from seven.

"These provisions give tremendous flexibility in terms of tax planning," Patrick adds.

While managing expenses is important, income is what keeps farms in business. On this point, Iowa State University farm management specialist Steve Johnson says risk management and good marketing will be increasingly important as margins in crop and livestock operations get tighter.

"We saw a lot less grain forward priced for 2009 than we did in 2008," he says. The result is likely that if higher crop prices

available in the spring of 2009 weren't locked in, most producers will be storing a larger percentage of their 2009 crop.

"Because of all the variables affecting ag markets, it's harder to forecast future markets based on the past," Johnson says. For that reason, he recommends growers look harder at using a variety of marketing tools. Try to lock in prices and eliminate downside risk and avoid storage costs, rather than hoping for higher prices without any protection against lower prices.

These practices make a difference. Johnson says he works with some of Iowa's most progressive farmers and is seeing how astute marketing is a key factor that's setting a top tier group apart from the rest in overall profitability.

"They're very focused on more than just producing more bushels, in less time, for less cost. They also manage the risks of marketing and finance," Johnson says.

"Some Iowa producers have 80 percent of their crop sold ahead of harvest," he says. "They are good producers but they are exceptional risk managers."

Other year-end financial strategies Johnson recommends is confirming lender relationships to make sure credit lines are available when you need them. Having a good history with a solid lender is especially valuable in periods of extreme volatility.

"You need to be with lenders who understand your business and have the capital available to grow your operation," he says. ■





5088    6088    7088    7120    8120    9120

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# CASE IH NEW PRODUCTS

Case IH continually introduces new and updated equipment. Here's a look at several new products that can bring new efficiencies to your farming operation.

## NEW MAGNUM 225 TRACTOR STANDARD WITH CVT



The new Magnum 180, 190, 210, and 225 tractors share the Surveyor cab and frame with the higher-horsepower Magnum models. Efficient new CVT transmissions are available on all these new Magnum models.

The newest model in the Case IH Magnum tractor series – the Magnum 225 – includes the smooth and efficient CVT transmission as standard equipment.

The Magnum 225, at 195 PTO hp, joins the Magnum 180, 190 and 210 tractors, with PTO hp ratings of 150, 165 and 180.

These new Magnum models are full-featured row-crop tractors for applications that are most efficiently handled by a

Magnum-sized tractor, but without the high horsepower needs. They're built in Racine, Wisconsin, on the same assembly line as the five higher-horsepower Magnum tractors which range from 175 to 275 PTO hp and share the same cab, Surround frame, and 118-inch wheelbase.

The 6.75-liter, 6-cylinder, 24-valve turbocharged and intercooled Tier 3 compliant Case IH engine powers the new Magnum

models. It's electronically controlled to deliver Power Boost up to 35 hp, depending on the model.

With its CVT transmission, the Magnum 225 tractor provides smooth, stepless speed selection from creeper speeds of 98 feet per hour up to 31 mph (50 kph) when it's equipped with the optional suspended front axle and suspended cab.

The Magnum 225, like the Magnum 180, 190 and 210 tractor models, is an excellent match for row crop applications within its horsepower range. The long wheelbase, 10,900-pound hitch (13,600 pounds optional) and 35.7-gpm hydraulic flow with electrohydraulic controls provide a stable platform and ample hitch and hydraulic capacity. At 16 feet, the turning radius is best-in-class.

All Magnum tractor models can be factory-equipped with Case IH AFS AccuGuide autoguidance systems.

The Magnum 180, 190 and 210 models are available with your choice of CVT or 18-speed full powershift transmissions.

## NEW RAKES AND MERGERS FOR TIMELY HAY HARVEST



The new WR401 HD wheel rake has a maximum raking width of 30 feet 3 inches.

Case IH has upgraded its line of wheel rakes with the new WR Series and introduced the new CM Series of hay mergers.

The durable WR Series rakes are designed for high-capacity production and ease of operation. The WR401 HD wheel rake has 17 60-inch diameter rake wheels for a maximum raking width of 30 feet 3 inches. Left- and right-side rake wheels can be lifted independently of each other, and windrow width can be adjusted hydraulically.

The WR101 Deluxe carted wheel

rake is available in 8-, 10- and 12-rake wheel versions.

The new CM Series hay mergers can combine two to three windrows from 9-foot to 18-foot cuts. They use a heavy-duty 42-inch wide ribbed hydraulically driven cross conveyor. Conveyor extensions in 2-, 4- and 6-foot lengths are optional.

The CM212 and CM209 are hydraulic tongue mergers which let the tractor operate on either side of the windrow. The CM109 is a fixed tongue merger with a center pull design.



**Learn more in person or online** See your Case IH dealer for more details on how Case IH equipment can help you be a more efficient producer. You can also find more information and specifications at [www.caseih.com](http://www.caseih.com).

## PRECISION HOE 800 AIR HOE DRILL SEEDS IN 50, 60 OR 70-FOOT WIDTHS



The new Case IH Precision Hoe 800 air hoe drill combines accuracy and productivity for large-acreage growers of wheat, canola, and other high-value small-seeded crops.

The patented parallel link row unit includes a double-shoot knife opener and a single shank design for exceptional depth control and accurate seed and fertilizer placement.

The parallel linkage provides a range of travel 9 inches above and 7 inches below center. Throughout the range, the knife opener angle remains constant to preserve the 1- to 1 1/2-inch separation between the seed and fertilizer bands and the consistent distance between the knife and the packing wheel.

Down pressure and packing force is adjustable from 135 to 215 pounds; trip force can be adjusted from 275 to 550 pounds. Depth is adjustable in 1/8-inch increments.

Double-shoot knives on single shanks keep seed and fertilizer separate, yet precisely placed. The single shanks, with carbide opener tips, provide improved residue flow and reduced likelihood of plugging or dragging through the heavier, tougher residues common to crops having new genetics.

The Precision Hoe 800 has a patented rearward folding frame that folds to 17 feet 8 inches wide and 16 feet 9 inches tall for transport.

It's equipped with ISO BUS electronic controls compatible with many current in-cab monitors. Match it to the Case IH AFS Pro 600 display for total control including seeding rate, automatic folding and unfolding, and controlling other hydraulic functions including row unit trip force and down pressure.

Choose from 50-, 60- or 70-foot working widths with 10-inch or 12-inch row spacings. Case IH Precision Air air carts provide seed and fertilizer capacity up to 430 bushels.



**The Precision Hoe 800 air hoe folds to 17 feet 8 inches wide for transport.**

## AXIAL-FLOW COMBINES GAIN NEW FEATURES

With every successive model year, Axial-Flow combines gain new features and refinements. For 2010, all Axial-Flow combines offer the optional folding grain tank extensions. First offered with the 5088, 6088 and 7088 models, the extensions – which fold electrically from the cab – have been a popular option.

In response to owner requests, a compressed air system is available as an option on all 2010 Axial-Flow combines. It's intended for in-field use to blow out chaff and clean out seed when switching from one crop to another.

An expanded line of Case IH corn heads – the 3400 Series – includes a 16-row 30-inch head and an 18-row 20-inch head. Match them to the Axial-Flow 8120 and 9120 combines for maximum harvesting capacity. Other heads include 6-, 8-, and 12-row heads with row spacings ranging from 20 to 38 inches, depending on the model. All include high-capacity front stalk roll spirals to bring the crop in faster to allow higher ground speeds. The point-to-point pinching style stalk rolls aggressively

**The 3416 16-row head matches the capacity of the Axial-Flow 8120 and 9120 combines.**

pick, slice and chew up today's tough stalks to encourage decomposition.

The 2600 Series chopping corn heads have new poly outer dividers. Optional hydraulically driven spiral end dividers help pull tangled downed corn into the head.

These chopping corn heads, in 6-, 8- and 12-row models, include an independent gear box to allow the header to run with or without the chopping mechanism engaged.

The Axial-Flow combine line includes the Class V 5088; the Class VI 6088; two strong entries in Class VII, the 7088 and 7120; the Class VIII 8120; and the Class IX 9120. All Case IH Axial-Flow combines can be equipped with the AFS AccuGuide autoguidance system.



## NEW PATRIOT 3230 SPRAYER SERVES 800-GALLON MARKET

Features including the cab-forward, rear-engine configuration and the Surveyor cab from the largest models of Case IH Patriot sprayers are now offered in a new 800-gallon model, the Patriot 3230. Powered by a turbocharged and after-cooled 6.7-liter electronically controlled engine rated at 220 hp, the Patriot 3230 sprayer handles booms up to 100 feet wide.

The compact elliptical product tank is offered in either stainless steel or poly construction.

The Patriot 3230 sprayer is available with the full range of Case IH product application and control features including AutoBoom automatic boom height control, AccuBoom automatic boom section control, the AIM Command spray system and the AFS AccuGuide autoguidance system.

The near 50/50 fore/aft weight distribution of all Patriot sprayers provides ideal balance and the ability to be more productive in soft field conditions.



# SEEING RED

## The annual Red Power Roundup celebrated special Wisconsin ties

In a celebration of International Harvester heritage, more than 12,000 people converged in Madison, Wisconsin to admire some 1,200 vintage International Harvester tractors and trucks, buy and sell IH parts and memorabilia, and enjoy the camaraderie of fellow IH enthusiasts.

The event was the 20th Annual International Harvester Collectors Club's National Red Power Roundup, held July 23 to 25. The event is hosted each year by individual state and regional IHCC chapters.

This year's Red Power Roundup, hosted by the club's #4 Wisconsin chapter, had several points of distinction. Case IH company ancestry runs deep in Wisconsin, where Jerome Increase Case established J.I. Case.

Case IH administrative offices are headquartered in Racine, which is also home to the Racine tractor plant which assembles Case IH Magnum tractors. Case IH was a sponsor of this year's Red Power Roundup and participated with company representatives, a display of Case IH

equipment, and a merchandising display with Case IH-branded wearables and collectibles.

In Madison, the Wisconsin Historical Society maintains the McCormick-International Harvester Company Collection. This includes manuscripts and memorabilia of Cyrus Hall McCormick whose McCormick Harvesting Machine Company evolved into International Harvester, plus documents, publications, photographs and films relating to the McCormick family and the International Harvester company. The collection includes more than 12 mil-

lion pages and items, and spans the period from 1753 to 1985.

Country artist Craig Morgan wrapped up his year-long cross-country tour, "Craig Morgan Powered by Case IH ... International Harvester. The Legend Rolls On" with a solo acoustic performance that included his Top 10 hit song "International Harvester."

The 2010 Red Power Roundup will be at the LaPorte County Fairgrounds, LaPorte, Indiana, June 24 to 26, hosted by Chapter #33, Northern Indiana.

For more information about the National International Harvester Collectors Club, visit its Web site [www.nationalihcollectors.com](http://www.nationalihcollectors.com). Learn more about the Wisconsin Historical Society and the McCormick-International Harvester Company Collection at [www.wisconsinhistory.org](http://www.wisconsinhistory.org).



**During the three-day show, these members of the Cowboard Online Tractor Fellowship, a vintage tractor collectors' group, started with a non-running Farmall F-20 tractor, disassembled it and restored it to accurate like-new condition, including an overnight paint job at a nearby Case IH dealership. The completed tractor was auctioned at the show for \$3,000, with the proceeds going to the Wisconsin Historical Society for its McCormick-IHC Collection.**

## ARENA GROOMING, TEXAS STYLE

Texans take their rodeo seriously, right down to the arena dirt. At Lone Star Arena in Stephenville, Texas ("The Cowboy Capital of the World"), three hardworking Case IH tractors till the arena surface to keep four to six inches of loose-packed dirt, sand and clay spread evenly over the firm dirt subfloor. This gives the livestock solid footing and provides some cushion for the cowboys and cowgirls who land on it.

The one MX100C and two JX70 tractors pull discs, levelers and drags to keep the arena surface consistent during the arena's many roping, reining, barrel racing and other rodeo events.

"We like the response and control of these Case IH tractors," says Lone Star Arena owner Paul Sullivan. "They do a good job for us."



**Paul Sullivan (white hat) and his wife, Marcie, with Lone Star Arena's three Case IH tractors.**





## BE READY WITH RED

Santa already knows what color to wear. You can help him deliver great "red" gifts when he makes his rounds by visiting your Case IH dealer. You'll find an expanded collection of Case IH scale models, wearables and branded merchandise. Case IH tools and shop accessories also make great holiday gifts.

You can also shop and order online at [www.caseih.com](http://www.caseih.com). Select "Merchandise" to view a wide range of Case IH-branded items.

## ONLINE EXCLUSIVE FIRST OWNER REPORT

# "A WONDERFUL TRACTOR"

## WITH ITS SPEED AND CONTROL, A PUMA 225 CVT MEETS THIS FARMER'S CHANGING TRACTOR NEEDS

Stephane Fortin, of Herbertville, Quebec, purchased the first CVT-equipped Case IH tractor sold in North America, a Puma 225 CVT.

"I've been waiting for a Case IH CVT tractor for a long time," Fortin says. "This is a wonderful tractor. The power is unbelievable."

Fortin operates Ferme YMS Fortin, a top-producing 75-head dairy operation in Quebec's Lac St-Jean region along with his mother, Monique, and brothers Sebastien and David. He uses the Puma 225 CVT to handle a 6,000-gallon liquid manure tanker and a Case IH LBX332 large square baler.

Stephane says the Puma 225 CVT tractor has special qualities. It has the power to handle heavier tasks, and the speed, fuel efficiency and ease of operation to handle lighter chores.

"Farming is changing," he says. "We used to need a big tractor for big work. Now, because we are expanding, our farms are getting farther apart. We want to get from one place to another, as fast as we can. We want a smaller, faster tractor with more options, and fuel economy is more important.

"For us, this tractor is more effective than a bigger one. It's what we need now."

You can read more about Stephane's experiences with the new Puma 225 CVT online at [www.caseih.com/farmforum](http://www.caseih.com/farmforum).



Quebec farmer Stephane Fortin says the Puma 225 CVT is powerful, smooth, fast and comfortable.



## NEW CNH PARTS CENTER SERVES THE PACIFIC NORTHWEST

CNH has announced plans to operate a newly developed 250,000-square-foot distribution center in Portland, Oregon. CNH Parts & Service, the product support arm of Case IH, anticipates the new facility to be fully operational in the first quarter of 2010.

This new Portland facility will serve CNH customers in the Pacific Northwest including Case IH dealers and customers, and will substantially improve the company's next-day delivery capabilities to the region, according to Anu Goel, Vice President, North American Parts Operations for CNH Parts & Service. It represents an investment of more than \$15 million, and the creation of up to 40 new jobs.

The Portland site was chosen for its proximity to the Portland International Airport and port facilities, as well as its access to major interstate highways in the region.

This new facility marks the end of a multiyear transition of the company's parts distribution operations from third-party logistics providers to distribution sites that are managed and staffed by CNH. When the Portland facility is up and running, Case IH dealers will be served by 11 parts distribution facilities in North America.

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<sup>1</sup> For commercial use only—not intended for personal, family or household use. This offer applies to qualifying purchases of \$500 or more of genuine Case IH parts and related services made using the CNH Capital Commercial Revolving Account (the "Account") during a single visit to a participating Case IH dealership located in the United States or Canada now through December 31, 2009. If any payment when due is not made on other balances outstanding under the Account, the promotional terms may be terminated and the promotional balance will be subject to the applicable default rate prior to the expiration of the promotional period. Minimum monthly payments will be required and finance charges will begin to accrue (in Canada at 18.9% per annum). Once the promotional period expires, CNH Capital America LLC or CNH Capital Canada Ltd. standard terms and conditions will apply. Customer participation subject to credit qualification, available credit and good standing on all CNH Capital accounts. Not all customers may qualify for this rate or term.

<sup>2</sup> Schedule a qualifying machine inspection before December 31, 2009 and be automatically entered to win a two-passenger, 14 horsepower, gasoline-powered, mid-size Case IH Scout™ Utility Vehicle (approximate retail value \$10,085.00). NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Open to farmers 18 years of age or older who are legal residents of the 50 United States/D.C. or Canada (excluding Quebec). Void where prohibited. Offer ends December 31, 2009. Odds of winning depend on number of eligible entries received. See [www.Inspection.CaseIH.com](http://www.Inspection.CaseIH.com) for official rules and alternative method of entry.

<sup>3</sup> SystemGard™ engine & hydraulic oil analysis offer ends December 31, 2009. How offer works: 1) Customer schedules a qualifying machine inspection at a participating Case IH dealership by December 31, 2009. 2) Case IH dealer enters customer information to receive free sampling kit. 3) Case IH dealer receives sampling kit and completes inspection and oil sampling, then sends sampling kit to Polaris Labs for complete analysis. 4) In 2-3 weeks, your Case IH dealer advises you of results of engine and hydraulic oil analysis.

<sup>4</sup> 6-month + 3-month extended warranty available only on replacement parts installed by a Case IH authorized dealer. Offer ends December 31, 2009. Program subject to change or cancellation without notice.

All programs subject to change or cancellation without notice. See your local Case IH dealer for complete details and qualifications. ©2009 CNH America LLC. All rights reserved. CNH, CNH Capital and Case IH are registered trademarks of CNH America LLC.

# 'A WONDERFUL TRACTOR'

With its speed and control, a Puma 225 CVT meets this farmer's changing tractor needs

## Owner Profile

Stephane Fortin  
Ferme YMS Fortin  
Herbertville, Quebec

## Acreage:

1,000

## Crops:

Corn, soybeans, wheat, hay crops

## Livestock:

Holstein and Jersey dairy herd,  
75-head milking string

## Comments:

- "The power is unbelievable."
- "There's more power available at lower rpms. On our other tractor, we had to rev a lot higher to get full power. At the end of the day, that makes a difference in fuel consumption."
- "There's no downshifting. The computer takes care of the whole thing. There's no break in speed and the power stays constant."
- "At zero mph, the tractor stops, and holds. You don't need brakes. You control it all with the Multicontroller lever."
- "When we're baling, if I need to slow down when more material is coming in, I can slow just a bit with the Multicontroller lever. With a powershift, we'd drop a whole gear."
- "I set the three speed ranges for the field working speed, for the in-field transport speed, and for the road speed."
- "We pull a heavy manure tanker. On the road, on grades, there's no need to downshift, as with a powershift. The computer takes care of the whole thing. The power stays constant."
- "The forward/reverse shuttle is on the Multicontroller lever, which is nice. It's all right there, as opposed to a separate lever on the left side."

Stephane Fortin knew the advantages of CVT transmissions, and of Case IH tractors. He had experience with both, but not together. So when Case IH introduced its CVT transmission to the North American market in the Puma tractors early in 2009, Fortin was first in line, literally.

Fortin, of Herbertville, Quebec, purchased the first CVT-equipped Case IH tractor sold in North America.

"I've been waiting for a Case IH CVT tractor for a long time," Fortin says. "This is a wonderful tractor. The power is unbelievable."

Fortin operates Ferme YMS Fortin, a top-producing 75-head dairy operation in Quebec's Lac St-Jean region along with his mother, Monique, and brothers Sebastian and David. They also farm about 1,000 acres of corn, soybeans, wheat and hay crops, and bale about 3,000 large bales per year for their dairy, plus another 4,000 to 5,000 large square bales for custom work.

They handle a lot of liquid manure. Annually, they haul about 600 loads of liquid manure in a 6,000-gallon (22,712-liter) tanker, running on public roads on round trips ranging from 6 to 12 miles (10 to 20 kilometers).

It was this duty cycle that got Stephane interested in a CVT-equipped tractor. The transmission's stepless application of power would be ideal for hauling the tanker down the road, turning into fields, spreading the manure, and returning, he reasoned. So several years ago, he stepped away from the Case IH brand and bought another make of tractor equipped with a variable transmission. And, it met his expectations for smooth performance and steady control.

Then, after more than 3,000 hours in his first CVT-equipped tractor, Stephane traded it for the new Puma 225 CVT tractor.

"It was quite a shock," he says, recalling his first few hours in the new Puma. "The main difference was in power. This tractor delivers a lot more power."

His first CVT-equipped tractor was rated at 170 PTO hp. The Puma 225 CVT is rated at 195 PTO hp. Along with being more powerful, Stephane says the Puma's power is more effective.

"This Puma develops its maximum torque at a lower rpm. My other tractor had to rev quite a bit higher to get to full power. At the end of the day, that makes quite a difference in fuel consumption," Stephane explains. He says the tractor's also more responsive, thanks to its broader power range.

The Puma's high-torque 6.75-liter Case IH engine is a good match for the CVT. Its Diesel Saver AutoProductivity Management (APM) system continually monitors engine load and ground speed to select the most efficient transmission ratio and engine speed to maintain ground speed. In most conditions, the system opts for the lowest engine rpm needed to hold the speed. Lower engine rpm generally equates to reduced fuel consumption.

Operating the Puma 225 CVT is as easy as moving the Multicontroller lever, even with the loaded, 60,000-pound (27,215-kilogram) manure tanker in tow. As he leaves the farmstead with the loaded tanker, he simply moves the Multicontroller lever forward, and the engine and transmission work together to match the ground speed he's requesting.

One of his haul routes includes a long, fairly steep grade that he climbs with the loaded tanker. Here, he says the interaction of the engine and the transmission maintains ground speed without any input from him.

"There's no downshifting," he says. "The computer takes care of

the whole thing. There's no break in speed and the power stays constant."

Slowing the rig requires simply pulling back on the Multicontroller lever, with the engine and transmission again working together to meet his command for reduced speed. The tanker has its own hydraulic brakes, which Stephane controls from the cab.

When stopped, the Puma 225 CVT provides "active stop" braking which holds the tractor securely, even on a grade, without applying the wheel brakes. For Stephane, that's especially helpful in traffic, at stop signs. "I control the tractor with the Multicontroller lever. There's no need to work the brakes."

The Puma 225 CVT tractor has three speed ranges which operators can use to set three maximum speeds. Stephane uses all three, setting one for a maximum in-field working speed of 10 kph, another at a faster speed for in-field transport, and the third for maximum road speed.

His previous tractor had only two speed ranges. Stephane says using the three ranges makes operation that much easier and efficient.

Running a large square baler, a Case IH LBX332, is another main task for the Fortins' Puma 225 CVT. Here, Stephane says being able to adjust the tractor's ground speed quickly and smoothly in response to windrow thickness is another CVT advantage.

The Puma 225 CVT includes soft-start modulation for the PTO, which starts the PTO slowly regardless of engine speed. It's a feature Stephane likes because it protects the equipment and makes operation a bit easier by not needing to manage the throttle when engaging PTO-powered implements.

Whether moving the large baler from field to field, or hauling the liquid manure tanker longer distances, Stephane sees speed as an advantage. Here, the Puma 225 CVT trac-



**The Fortins say their Puma 225 CVT tractor is a good match for the way they farm today. It's fuel efficient, comfortable, and has a 31-mph (50-kph) top road speed.**



**Stephane uses the tractor's Multicontroller lever to select ground speed; the tractor's AutoProductivity Management system automatically chooses the most efficient combination of engine rpm and transmission ratio to handle the load.**



**The Fortins pull this 6,000-gallon liquid manure tanker on 6- to 12-mile (10- to 20-kilometer) round trips with the Puma 225 CVT. Loaded, the tanker weighs around 60,000 pounds (27,215 kilograms) and has its own hydraulic brakes. They say the CVT is a good match for managing the load.**

**Stephane Fortin says the Puma 225 CVT tractor has ample torque at lower rpm, making for responsive and fuel-efficient operation.**

tor delivers, with maximum road speed of 31 mph (50 kph).

Equipped with a Case IH Smart Suspension front axle, a suspended cab (both options are required to gain the 50-kph top speed) and the Positive Response seat, Stephane says the Puma 225 CVT tractor rides smoothly enough to run at 24 to 27 mph (40 to 45 kph) on the local paved roads which can be quite rough in places. When conditions allow, he'll run at top speed. And, thanks to the Puma 225 CVT electronic controls, the engine runs at reduced rpms even at maximum road speed to save fuel unless full power is required.

The Fortins' Puma 225 CVT is equipped with large single tires, rather than duals. Fronts are VF600/60R30s, rears are VF710/60R42s. Stephane initially wanted rear duals, but says that these large single tires are proving to be a better choice for all the road travel he does because of the reduced overall width. He increases the inflation pressures as needed to

handle the weight and road speeds when hauling the manure tanker and the large square baler.

This Puma 225 CVT joins other Case IH equipment on the Fortin farm that includes the LBX332 baler, a MX200 Magnum tractor, a Maxxum 110 tractor and an Axial-Flow 1660 combine. As with their other purchases, the Fortins used CNH Capital financing for the Puma 225 CVT.

"As a sister company to Case IH, CNH Capital understands our business, and farm equipment. We've used them before to finance other equipment purchases, so it wasn't a question when it came time to buy this tractor."

Confidence in their Case IH dealer also helped their decision to buy the Puma 225 CVT. They say that's especially important when buying a tractor with new technology like this one possesses. Although it's a strong agricultural area, the Lac St-Jean region is rather isolated from other Quebec farming regions. In spite of that, Stephane

says parts and service support from their Case IH dealer is prompt and professional.

Stephane says the Puma 225 CVT tractor has special qualities. It has the power to handle heavier tasks, and the speed, fuel efficiency and ease of operation to handle lighter chores.

"Farming is changing," he says. "We used to need a big tractor for big work. Now, because we are expanding, our farms are getting farther apart. We want to get from

one place to another, as fast as we can. We want a smaller, faster tractor with more options, and fuel economy is more important.

"It's not just the power," he continues. "It's the interaction of the engine and the transmission, and the tractor's lighter weight. It's well-balanced and so well controlled with the AutoProductivity Management system. For us, this tractor is more effective than a bigger one. It's what we need now."

# FARM FORUM

FALL 2009

Dear Case IH employee:

The last few years have been good for our customers and our dealers. Both have used the favorable market conditions to strengthen their businesses. Farmers have upgraded their equipment; Case IH dealers have upgraded their facilities and staffs. Overall, both have improved their financial position.

Now we're entering a period where commodity prices are projected to be lower than those of the past several years, with an expected industrywide decline in farm equipment purchases. This poses a special challenge for the Case IH organization, whose growth is based on an expanding customer base and resulting market share gains. But recognizing and acknowledging this challenge is the first step in managing our way through it.

We can find success in this market by understanding our customers' needs and knowing how our Case IH equipment and services will help them.

In a tighter economic environment, producers will need tangible reasons to trade, and we can provide them. Across all our product lines, there's technology, and innovations that will help farmers be more productive and reduce their costs per acre and per hour. We need to be aggressive and proactive, and promote these benefits to help stimulate trades.

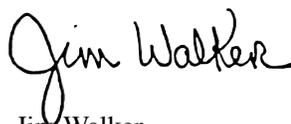
Those farmers who typically trade multiple units every year or two will face a buyers' market this year. Again, understanding the distinct points of difference our products and this organization can offer, and aligning these points to each customer's needs, will help capture or retain them as Case IH customers in the face of strong price competition.

Driving new sales generates a steady stream of used equipment. In tighter markets, farmers' interest in good used equipment becomes very selective. Having a good selection of used machines gives Case IH dealers added profit potential on both the retail and aftermarket levels.

Many producers will end 2009 with one of their best harvests ever. Although lower commodity prices may reduce their enthusiasm for new purchases, they will have ample financial capacity to buy now, and throughout 2010.

These producers are sharp and successful. They understand the advantages of using more productive equipment. If we give them all the right reasons, they'll choose Case IH equipment.

Sincerely,



Jim Walker  
Vice President  
North American Case IH Agricultural Business

