

CANADIAN FARMING

CASE IH
AGRICULTURE

SUPPORT FOR
THOSE WHO FARM
FOR A LIVING

CASE IH OFFERS PROFESSIONAL
SERVICE & SUPPORT

CASE IH
AGRICULTURE

TOP FARMING
QUESTIONS ANSWERED

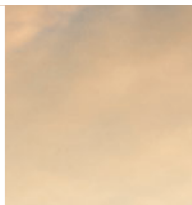
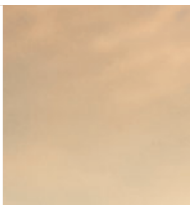
CASE IH DRIVES NEW
EDUCATIONAL PARTNERSHIPS

CASE IH SHINES AT NEW AG CONNECT EXPO

CASE IH
AGRICULTURE

PLANT





THEY SAY SUCCESS IS BEING IN THE RIGHT PLACE AT THE RIGHT TIME. WE COULDN'T AGREE MORE.

Early, even emergence starts with precision. Case IH Early Riser® planters help ensure accurate seed populations, precise in-row placement and consistent depth control. As well as ideal seed-to-soil contact. And they do it all while operating at high field speeds. So you can make the most of your seed and your planting window. To learn more, see your dealer or visit caseih.com.





ON THE COVER:

Case IH displayed its high-capacity equipment and systems at AG CONNECT Expo, a new international farm show with a North American focus. Aimed at top producers, the show has educational seminars and encourages interaction between farmers and manufacturers.

CANADIAN FARMING COMMENT

DELIVERING MORE

At Case IH, we were excited about the opportunity presented by the new AG CONNECT farm show. This show, with its focus on fostering interaction between equipment manufacturers and top producers in an education-based environment, is consistent with our company's emphasis on developing tighter relationships with customers.

We have encouraged the Case IH organization to have more interaction with customers and dealers, and to be proactive in providing products and services that will benefit them. Ag Connect Expo provided a good opportunity to display this new attitude.

Everyone at Case IH has responded to a challenge to "deliver more."

More ... in terms of product innovations that help you be more productive and lower your costs per unit of output, whether it be bushel, bale, pound or head.

More ... with value-added people who have the insight and knowledge to help you select, use and maintain equipment in a manner that's most efficient and effective for your operation. In a time when many companies are reducing their staffs, Case IH has increased the number of people in field positions. Many of these people are product specialists charged with helping Case IH dealers and customers alike better understand and use the full capabilities of new Case IH equipment.

More ... with actions and services designed to deliver an exceptional customer experience. These range from a new parts depot for faster parts deliveries to Case IH dealers, to the toll-free Customer Relations number and the 24-hour-a-day Max Service customer support service, both available toll-free at (877) 422-7344 (877-4CASEIH).

Visitors to the Case IH exhibit at AG CONNECT saw this promise to deliver more displayed in leading-edge products and demonstrated by Case IH people truly interested in learning about producers' needs and aligning them with Case IH solutions.

This attitude shined brightly at the AG CONNECT Expo. But it certainly didn't end there. It's carried through to every Case IH dealer, where you'll find world-class products, knowledgeable people and a commitment to your success. Case IH dealers are delivering more to help you meet farming's challenges.

Jim Walker

Jim Walker

Vice President
North American Case IH
Agricultural Business

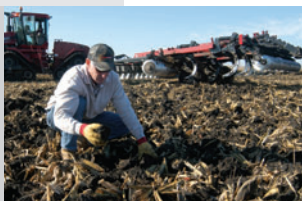


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www.caseih.com/farmforum



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.

CANADIAN FARMING is published on behalf of Case IH and Case IH dealers by Cygnus Custom Marketing, a division of Cygnus Business Media. Editorial office: 1233 Janesville Ave., Fort Atkinson, WI 53538. Phone (920) 563-6388. Printed in the U.S.A. Copyright 2010 CNH America LLC. All rights reserved. Volume 37, Number 1, 2010.

CANADIAN FARMING is sent free of charge to qualified farmers courtesy of Case IH dealers. Address changes should be sent to CANADIAN FARMING Circulation, CNH America LLC, 700 State St., Racine, WI 53404. Please include the address label from this magazine along with your new address.

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CASE IH SHINES AT NEW AG CONNECT EXPO

**AT A NEW
SHOW FOR TOP
PRODUCERS,
CASE IH SHOWS
ITS LEADERSHIP IN
CROP PRODUCTION
EQUIPMENT,
SYSTEMS AND
SUPPORT**

A new type of farm show presented the opportunity for equipment manufacturers to put their best foot forward to show how they can help top producers meet new challenges.

Case IH responded with a display highlighting the company's key products targeted at top producers plus new technologies and services. And, Case IH brought senior representatives from each product group so that attendees and Case IH executives could gain insights from each other.

Called AG CONNECT Expo, the inaugural show was held in January at the Orange County Convention Center in Orlando, Florida. It was formed by the Association of Equipment

Manufacturers (AEM) whose member companies including Case IH provide products and services in agriculture as well as construction, mining and forestry.

AG CONNECT was developed at the request of the AEM ag equipment manufacturers for a true international farm equipment show with a North American focus. It's a venue where top producers and manufacturers can interact on a business level with the goal of helping farmers understand and apply the latest technologies.

Case IH built an impressive exhibit that showcased key crop production equipment following the themes of Prepare, Plant, Grow and Harvest for those who demand more. Rather than pack-

ing as many pieces of equipment as possible in the show space, Case IH developed the display to present a unique Case IH "neighborhood" that gave ample opportunity for discussion and interaction.

"Building solid relationships with customers is an important part of what we want to do at Case IH," explains Jim Walker, Vice President, North American Case IH Agricultural Business. "This display, and this show, are one of the new ways we're interacting with top producers."

In keeping with the information-based theme of the AG CONNECT Expo, Case IH hosted several ag industry personalities at their display. Radio



broadcaster Mike Adams of Agri-Talk did a live broadcast from the display and U.S. Farm Report host Al Pell taped several panel discussions at the exhibit.

Pro Farmer editor Chip Flory discussed findings from the Pro Farmer Midwest Crop Tour, and AgPhD hosts Darren and Brian Hefty offered answers to farmers' questions submitted online.

Senior Case IH marketing and product management representatives shared information about their respective products, and sought input from attendees about what they were looking for in upcoming equipment purchases.

"People at the show frequently described their future equipment needs with the words, 'bigger,

wider and faster,'" Walker says. "We liked hearing that, because we have innovative products and systems in place to meet these expectations."

Examples, Walker says, include the Axial-Flow 9120 combine on tracks to handle the most demanding harvest conditions; the Early Riser 1260 planter with its innovative steerable rear axle that earned an AE50 award; and the new Magnum 225 CVT tractor that provides big-tractor comfort and features with the fuel-efficient CVT transmission and a lighter overall footprint. Additional products and services include the expanding line of Case IH AFS Precision Farming products including solutions for mixed-fleet

operations, and the Max Service 24-hour seven-day-a-week customer support service.

Providing cost-efficient ways to acquire equipment is an integral part of the overall Case IH customer offering. The Case IH financial partner, CNH Capital, participated with information about newly competitive rates. Attendees were encouraged to enter a drawing to win a free lease of a Magnum 225 CVT tractor for one year or 300 hours.

In a special preshow event, Case IH president Andreas Klauser explained to a group of farmers that Case IH is aggressively competing in every product category and every product market.

"We are redefining how the world farms," he says. "Our ef-

forts are focused on increasing the value our products deliver to you. We expect success for you, and for Case IH."

And for everyone who viewed the Case IH display at AG CONNECT in Orlando, it was clear that Case IH is all about success, for those who demand more.

The AG CONNECT Expo, produced by the Association of Equipment Manufacturers, will be held January 7-11, 2011, in Atlanta, Georgia. The show will then go to a biannual schedule to alternate with AgriTechnica, the world's largest exposition for agriculture equipment held biannually in Hanover, Germany. ■

A FACE BEHIND THE FOOD

A PACIFIC NORTHWEST GROWER SEES OPPORTUNITY IN MEETING CONSUMERS' NEW EXPECTATIONS, AND ENLISTS OTHER AREA FARMERS TO HELP MEET DEMAND

In 1996, Reardan, Washington farmer Fred Fleming sat through a presentation by a representative of Food Alliance, an organization that certifies farms and ranches for sustainable practices. Food buyers interested in products grown with proven levels of social and environmental responsibility count on Food Alliance certification as independent verification of the food producers' practices.

Fleming listened with interest. Raising soft white wheat was providing only modest returns. He knew that he, and a lot of his neighbors, already

farmed in a manner that aligned with many of the Food Alliance concepts. Getting certified as a step toward gaining greater returns made sense to him.

Fleming and his business partner, Karl Kupers, attended the Food Alliance meeting because they'd been searching for higher-value alternatives to commercial wheat. Kupers had some initial success with food-grade sunflowers, but processing and distribution issues plus buyers' demands for consistent quantities greater than he could deliver shelved that project.

The partners' discussions about alternative crops led to this conclusion: "We grow wheat," Fleming says. "That's what we do well. So let's grow wheat people want to pay more for."

As Fleming and Kupers researched further, they recognized the increasing awareness of socially responsible food production and farming practices by consumers in the nearby cities of Seattle and Portland. Consumer tastes for all types of food groups, including bakery – were becoming more sophisticated.

They learned that baker-

ies serving these audiences wanted flour from hard red wheat varieties not commonly grown in Washington where soft whites dominate.

Their explorations with various bakeries gave Fleming and Kupers the confidence that a market existed for hard red wheat, locally grown, with the added value of the Food Alliance certification.

Several things fell into place. Grand Central Bakery, an artisan bakery serving Seattle and Portland and dedicated to using locally produced sustainable products, expressed interest in buying the type of wheat flour Fleming and Kupers described. ADM Milling in Spokane agreed to work with the partners to segregate, mill, and private-label the flour and assist with distribution.

Realizing they had a viable opportunity, Fleming and Kupers founded Shepherd's Grain and began enlisting growers in the eastern Washington area to grow enough bushels of the special Shepherd's Grain varieties of hard red winter and hard red spring wheat

to meet anticipated demand. Each member grower must gain Food Alliance certification. In turn, Shepherd's Grain agrees to buy a specific number of bushels from each grower at a predetermined price based on "cost plus a reasonable rate of return."

The reasonable rate of return is a core part of what Fleming and Kupers wanted to achieve. Annually, each Shepherd's Grain member fills out an on-line wheat production cost calculator through a Washington State University farm management Web site. They forward their per-bushel cost number to Kupers. He deletes the highest and lowest number, then averages the rest to gain the group's per-bushel cost. Then he adds milling costs plus a profit percentage to get the price for flour that Shepherd's Grain confirms in annual agreements with its customers.

"We're not always the cheapest," Fleming says, noting that low cost isn't part of the appeal. Rather, the predictable high quality of the grain plus the knowledge that the grain is produced by family farms in a sustainable manner represents added value to these consumers. They purposely seek the Shepherd's Grain ingredient, knowing they are investing in a type of food production system that's important to them.



Fred Fleming is a founder of Shepherd's Grain, a group of farmers who produce wheat following the standards of the Food Alliance. They market to bakeries that emphasize sustainable agriculture and support of family farms.



Fred Fleming, center, and Mel Darbyshire, left, of Grand Central Bakery, evaluate baking qualities of different wheat varieties. They conducted the test in the kitchens of the Spokane Hutterite Colony, whose members assisted in the tests. The Colony is a Shepherd's Grain member.

Part of the Food Alliance certification is an emphasis on soil and water conservation. This spurred Fleming and other member farmers to move to no-till seeding on the rolling ground that traditionally had been tilled to bury the thick straw residues. Using a Case IH air hoe drill, Fleming is successfully planting in a seedbed formed exclusively by the action of the seeder shanks. Often, he lightly harrows the field after harvest to chop residues with minimal soil disturbance. He pulls the 42-foot drill with a Case IH Quadtrac tractor carrying tanks for liquid fertilizer while dry fertilizer is applied with the seeder's air system.

"My operating costs have dropped with fewer tillage trips and yields are hanging in there," says Fleming, who farms 4,200

acres of wheat and other small grains. Importantly, soil tilth is improving and erosion is eliminated.

"I'm a recovering conventional farmer," he says. "I used to think about the soil as just a holder of N, P and K. Now I'm focusing on soil health as well as plant health, and I'm seeing the improvement in soil structure and microbial activity."

At harvest, Fleming uses two Case IH 2588 Axial-Flow combines, and leases a third as needed. "These are good economical combines. They do an excellent job of harvesting, and we have a good dealer support system for them in this area," he says.

Last year, the 33 farmers in the Shepherd's Grain group produced approximately 480,000 bushels of hard red spring and hard red winter wheat from about 13,000 acres. Fleming says no production limit is imposed on growers, but the Shepherd's Grain production generally averages about 25 percent of each member's total wheat crop.

Cash flow is one reason, he notes. Shepherd's Grain cash settlements come annually, compared to the full latitude growers have for marketing their commercial wheat.

Also, the "cost plus reasonable rate of return" formula may be under or over the prevailing market price per bushel. "In 2008, we were quite a bit under the market," Fleming says. "Now, we might be higher."

During *Canadian Farming's* visit, Fleming and Mel Darbyshire, a representative from Grand Central Bakery, were baking bread to evaluate potential new wheat varieties to add to the Shepherd's Grain mix to add agronomic diversity. Their goal was to find additional varieties that maintained the original blend's baking and flavor qualities.

This particular test took place in the kitchens of the Spokane Hutterite Colony, which happens to be one of Shepherd's Grain's growers. "These people provide great insight as baking

is a core part of their culture," Darbyshire notes. Additional tests took place with students at the Spokane Community College culinary school.

Darbyshire says the Shepherd's Grain connection is an important component of what her bakery offers the consumer, and this "farm to table" relationship is expanding. "People want to know where their food comes from. With Shepherd's Grain, we can show them. We've even brought chefs and food industry decision makers out here to the wheat fields in a 'face behind the food' event. This farmer/chef connection is very important," she says. "This is a trend, not a fad."

Fleming describes his operation and the evolution of Shepherd's Grain with a nonstop smile and the enthusiasm of a person truly enjoying what he does.

"Before we started this, my role stopped when the grain left my bins. Now we're involved in the whole farm-to-table connection ... understanding what consumers want from our products and providing it," he says. "As farmers, there's a lot of wealth in what our land can produce. We need to empower ourselves to make the most of it." ■

WISH YOU WERE THERE?

Visit www.caseih.com today and register to receive your

FREE
2010 AG CONNECT
HIGHLIGHTS DVD
while supplies last

- See how industry experts responded to the Top 10 concerns farmers face today.
- Get the latest information from US FarmReport's AI Pell on Sustainable Farming Solutions.
- Learn how Case IH is redefining equipment technology around the world to meet the demands of the future

See related stories on pages 4-5 and 12-13.

AG CONNECT
2010 EXPO

CASE IH
AGRICULTURE



COST CONTROL

EQUIPMENT PROTECTION PLANS ARE BEING FAVORED BY GROWERS TARGETING ACCURATE COSTS

CASE IH PROTECTION PLANS

- Help provide predictable equipment expense budgeting.
- Provide protection for up to 60 months or 7,500 total machine hours, including the manufacturer's base warranty period.
- Can be purchased any time during the base warranty period, and up to 120 days after the base warranty expires for a surcharge.
- Are transferrable to subsequent equipment owners (new equipment plans).
- Can be financed as part of the equipment purchase through CNH Capital.
- Are available for most used equipment sold by Case IH dealers.
- Assure that repairs are made by authorized Case IH service technicians using genuine OEM parts.
- Can be customized to help meet specific customer needs.
- Help protect against rising repair costs.

CASE IH PHYSICAL DAMAGE INSURANCE

- Covers a broad range of perils that can affect farm equipment including collisions, theft, floods, fire and vandalism.
- Is available for terms from one year to 60 months, with quarterly, semiannual, annual or full-term billing options.
- Can be financed as part of the equipment purchase through CNH Capital.
- Is supported by claims agents familiar with agricultural operations and equipment.

A trend that's taking hold among larger cash grain producers is to accurately identify and project their costs per acre farmed, or per bushel produced. Having these expenses in hand helps them make better decisions for cash rent bids and for forward-pricing grain sales.

This comes at a time when costs for key inputs as well as prices received are varying widely, and when lenders want higher levels of clarity to confirm loan requests.

Tools that reduce the risk of widely varying expenses work well in this scenario.

That's why "warranty coverage" is often cited by larger operators as a key reason for frequent equipment trades. Eliminating the potential for large unexpected repair bills is a key component of their cost projection strategy.

But most manufacturers' base warranty coverage is generally for one or two years and applies only to new equipment. Not everyone can justify annual trades. Buyers of used equipment rarely get any type of warranty coverage with their basic used equipment purchase.

However, there are financial products that provide protection for extended terms beyond the manufacturer's base warranty

period that are available for new and used equipment. And, interest in these products is increasing.

"We've seen a significant increase in the adoption of our extended service products over the past several years," says Gary Michaels, Senior Director, Insurance, for CNH Capital. "As repair costs continue to rise, farmers and ranchers want to leave less to chance."

One product Michaels refers to is the Case IH Protection Plan. It provides coverage beyond the base warranty period for eligible repair costs and is available for terms up to five years or 7,500 hours, which includes the manufacturer's base warranty period. The plan is available on most new and used equipment sold by Case IH dealers, and new equipment plans are transferable to the next owner, adding value to the covered machine.

The Case IH Protection Plan is offered on most engine-powered equipment including tractors, combines and application equipment plus some hay equipment. It includes two levels of coverage. Level 1 covers all lubricated parts of the engine, transmission, differential, and final drives. Level 2 (available on new equipment only) adds coverage for the steering pump, hydraulic pump, hoses, valves and cylinders, and electronic controls.

With this plan, your cash flow projections for covered equipment would primarily include maintenance costs, insurance and depreciation. Your cost exposure for covered breakdowns would only be the deductible. For example, a \$12,000 shop bill for eligible parts and repairs will cost you only the amount of

the deductible. For the Case IH plan, available deductible options range from zero to \$750, which you can select at the outset of the plan.

Of course, not all equipment expenses result from mechanical breakdown. Physical damage from causes such as collisions, theft, floods, fire, vandalism, or even rodents falls outside the coverage of base warranty or extended protection plans, and can be costly.

Physical Damage Insurance plans can help manage the financial risks from these types of perils. Licensed Case IH dealers offer Physical Damage Insurance designed specifically for the typical physical damage risks that farm and ranch equipment can encounter.

"The interest in controlling costs, reducing risks and generating accurate per-unit costs is growing as farming operations continue to get larger and more complex," Michaels says. "These types of products line up well with those objectives."

"And, there's the added advantage of working through one source, the Case IH dealer, who can offer one-stop shopping for equipment and financial solutions," he adds. ■



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.



AG PHD HOSTS RESPOND TO QUESTIONS SUBMITTED TO CASEIH.COM

TOP FARMING QUESTIONS ANSWERED

Prior to the AG CONNECT Expo, Case IH invited visitors to the caseih.com Web site to submit their top farming questions for 2010, to be answered at the Expo by brothers Darren and Brian Hefty, hosts of the Ag Phd television and radio shows. From those submissions, here are "The Top Farming Questions on Growers' Minds Today," and the Hefty brothers' responses.

Q: Is now a good time to buy farmland?

A: Even though interest rates are low, we feel that most farmland is richly valued and presents a low return on investment.

Q: What can a young farmer do to minimize risk and build a farming operation?

A: Use your time wisely; hire people to do your \$10 an hour

jobs while you handle the \$100 an hour jobs. Be smart with expenses. Don't get overleveraged. When you see a profit, take it. You can't afford to lose a crop; study and use crop insurance.

Q: Do you have to farm big in the future, or can smaller farmers survive?

A: Bigger farms offer economies of scale, but require higher levels of management, higher risk, and more labor, which will become a bigger issue. Running a smaller farm, with an outside job, can be good.

Q: What nutrients do crops remove, and what's the best way to replace them?

A: Crops remove micronutrients as well as N-P-K. All must be replaced; you can't "mine" fields for long. Strip tillage provides more ef-

ficient nutrient placement. Consider liquid fertilizer, especially when conditions are cold and dry.

Q: When will the U.S. corn average be 250 bushels and what will it take to get there?

A: Based on historic yield trend lines, we could be there in about 20 years. Contributing factors will include selecting the best genetics, improving drainage, performing frequent soil tests and leaf tissue analysis, reducing compaction, and using plant growth regulators.

Q: Is now the best time to buy new equipment?

A: You should upgrade when financial times are good to stay current with your equipment. If you need equipment, buy it. Because of its greater productivity, the return

on investment with new equipment can be significant.

Q: Is a grain cart a good investment? Or does compaction and cost outweigh the benefit?

A: Harvest goes faster with a grain cart. A grain cart can equal half a combine in increased productivity. Compaction is an issue. Avoid wet soils. Recognize that most compaction is caused in the first trip; try to follow the same paths. We think the benefits outweigh any drawbacks.

Q: How do I manage Roundup resistant weeds?

A: We don't perceive this to be a significant issue outside of the Deep South. And, there are other herbicides that are effective.

Q: Do inoculants, fungicides and pesticides pay in soybeans?

A: Inoculants can boost soybean yields by one to two bushels for minimal cost. Plant the beans promptly after treating. Fungicides can increase yields, especially in disease-prone conditions. Effective spray application timing and coverage is important; these treatments prevent fungicide formations but don't stop active ones. Regarding insecticides, preventing soybean aphids is definitely worthwhile if they are a threat. ■

THE CASE IH DISPLAY AT AG CONNECT WAS A CENTER OF ACTIVITY AS SEVERAL AGRICULTURAL INDUSTRY PERSONALITIES SHARED THEIR INSIGHTS DURING PANEL DISCUSSIONS AND BROADCASTS OF THEIR SHOWS



Al Pell, Agribusiness Director of AgDay TV, hosted this panel with *Pro Farmer* Washington, D.C., specialist Jim Wiesemeyer, *Pro Farmer* editor Chip Flory, and Bob Utterback of Utterback Marketing Services.



Agri-Talk radio host Mike Adams interviewed several people for his show including Sam Acker, Director, Harvesting and Precision Farming Marketing for Case IH.



AgDay TV's Al Pell also hosted a Case IH expert panel discussing sustainability in terms of maximizing returns while improving air, soil and water resources. From left are Case IH's John Bohner and Cyndi Punke, representing high-horsepower tractors and AFS Precision Farming systems, respectively, host Al Pell, and Case IH's Dr. Rob Zemenchik, agronomy PhD and Tillage Product Marketing Manager.

THESE MANITOBA BROTHERS SAY TIME IS CRITICAL, AND THEY'RE EQUIPPED TO MAKE THE MOST OF IT

Every Canadian farmer faces weather challenges, but grain farmers around Winnipeg seem to get more than their share. A trend toward much wetter weather, together with the region's heavy black soils and table-top flat landscape have farmers such as Ron and John Dubinsky placing "timeliness" at the top of their equipment list.

"We're in a touchy area here," John says. "It's always wet."

"Time is critical," Ron adds. We need to get things done fast, so we depend on our equipment. It's got to go."

Brothers Ron and John took over the reins from their father, Julius, in the early 1980s and have expanded the Dufresne, Manitoba operation to about 3,800 acres of wheat, canola, soybeans, barley and oats, with as much as a third of their acreage in hard red spring wheat.

When their father farmed, the brothers say he always made a point to run new equipment. They have followed in his footsteps, and trade their combines and primary tractors every year or two. The benefits include warranty coverage and keeping trade costs within a manageable range. "Also, we're always running equipment that's up to date," John says.

In addition to the preference for new equipment, Ron and John continued with their father's use of International Harvester equipment. In fact, Julius was one of the first Manitoba farmers to own a Farmall 806 tractor and was pictured with it on the cover of the Spring 1964 issue of *Canadian Farming* magazine.

But that IH heritage didn't blind Ron and John to other makes. In 1989, when it was time to trade

combines, a new bigger model than what IH offered caught their attention. The promise of higher capacity won out over tradition, and for nearly the next 20 years, the Dubinskys ran a pair of non-red combines, upgrading them every year or two.

In the fall of 2007, they agreed to let their Case IH dealer demo an Axial-Flow 8010 combine on their farm to run side-by-side with their combines.

"The difference was night and day," Ron says. "I was sitting in a nice new quiet cab. The cabs on our other combines hadn't changed from the first one we stepped into in 1989."

"For the demo, getting the 8010 set to harvest just took a couple of minutes to make a few adjustments. I've run combines since I was a kid, and I was amazed at how simple it was," Ron adds.

Running in canola, the brothers saw the big Axial-Flow combine deliver a full 30 percent capacity advantage compared to their combines. "That's a huge ad-

vantage for us," Ron says.

Faster, simpler and more comfortable, the Axial-Flow 8010's performance put red machines back on the Dubinskys' farm. They soon saw improved grain quality, too, with canola dockage nearing 1 percent. "With our other combines, we couldn't clean the canola sample better than about 5 percent dockage. That big sieve area makes a difference ... this is just a better combine from front to back."

The Dubinskys harvested the 2009 crop with their second set of Axial-Flow combines, an 8120 and a 9120, both equipped with Model 2016 pickup headers. "Swathing lets us gain about a week at harvest," John says. "We do very little direct cut."

After harvest, the Dubinskys run over their heavy straw residues with either a Case IH PTX600 chisel plow or a heavy tandem disk harrow.

"We'll go over the ground two or three times. We want to see the soil surface almost black going into winter so that heavy clay will warm

up faster in the spring," Ron says.

Residue management is aided by the combines' cab-controlled variable-speed twin-disc spreader system that can spread residues up to 45 feet. The Dubinskys set it to spread 30 feet which is the width cut by their windrowers. Their combines are also equipped with the optional fine-cut MagnaCut choppers that employ 126 rotating knives to reduce residues to 3-inch lengths.

In the spring, they direct-seed using a single 47-foot air seeder. With their penchant for timeliness, having just one seeder seems like a weak link, but it's proven to be efficient for them.

"This seeder is a 400-acre-a-day machine for us. Seeding is a 10-day event," John says.

What may be their biggest productivity booster is their first self-propelled sprayer, a Case IH SPX4410 which replaced a pull-type sprayer.

"That sprayer is probably the best investment we've made," John says. "It's paid for itself."

Their changing crop mix and the persistent wet weather means they're applying more fungicides than in previous years.

"All our grains now get two applications of fungicides. If we don't use fungicides, quality suffers," John says.

They also use the sprayer to apply liquid fertilizer immediately after seeding, plus post-emerge herbicides and preharvest burn-down as needed.

Equipped with the Case IH AFS AccuGuide autoguidance system, John says the SPX4410's capacity is impressive.

"With the 100-foot boom, running 14 mph, applying 30 gallons per acre of fertilizer, I can do



Ron Dubinsky displays the Spring 1964 issue of *Canadian Farming* magazine featuring his father, Julius, on the cover with his new Farmall 806 tractor. Behind Ron are several of the brothers' older IH tractors including a pair of 5088s and a 5288.

"Autoguidance is saving us money, big time."



a quarter section in two hours with our semi there for fill-ups. It's fast and it's a great machine to run."

The Dubinskys' adoption of autoguidance has delivered bottom-line savings and has helped the brothers continue to farm by themselves with part-time help needed only at harvest.

"Autoguidance is saving us money, big time," John says. They figure the autoguidance system in the sprayer paid for itself during the first round of spring fertilizer applications.

"With that 100-foot boom, we figure we reduced overlap from about 10 feet down to a foot. With nitrogen at 30 cents a pound, we saved the \$10,000 the system cost with that first application.

"This sprayer, definitely, has delivered our biggest increase in productivity."

A pair of autoguidance-equipped Steiger tractors, a 485 and a 435, provide the power for the Dubinskys' field operations. Longtime Steiger owners, they say the big tractors get bigger and better.

They've run triples on the

Steiger tractors ever since they ordered the factory-equipped triples on a 9280 in 1995. Running alongside their other 9280, on duals, with a field cultivator in wet conditions, they saw the tractor with the triples stay on top and keep moving along while the dual-equipped tractor spun.

"We like the flotation and traction we get with the triples," Ron says. "In lighter soils, there might not be an advantage, but in our heavy gumbo, the triples deliver the traction when we need it."

Looking ahead, the Dubinskys see continued emphasis on timely harvest, perhaps adding tracks on their next combine. And, they'll be integrating more site-specific technologies such as variable rate fertilizer.

The brothers acknowledge they have ample capacity with their equipment, notably the combines, but say demanding conditions like the 2009 harvest justify the investment.

"Harvest conditions were tough, but we got the crop in and the quality was very good. Those two big combines helped

us a lot," Ron says.

They give their Case IH dealer a lot of credit for helping them select the right equipment for their needs, and assuring uptime when they're running. "Our dealer's our lifeline," Ron says. "If we have a problem he's a phone call away. We're impressed."

In addition to timely planting and harvest, the Dubinskys look to their high-capacity fleet to give them more time with their family. For example, Ron and his wife, Lori, recently bought a lake cottage to enjoy with their young sons, twins Austin and Reed, 8, and Marek, 5. If the equipment helps them spend a few more days away, Ron notes, that's one more reason to justify the investment. ■

Ron and John Dubinsky with one of their two Steiger tractors. Both Steigers run on factory-equipped triples, which the brothers say give added traction and flotation when their heavy gumbo soils are wet.

They harvested the 2009 crop with a pair of Axial-Flow combines, an 8120 and a 9120, both equipped with Model 2016 pickup headers.



NEW PRODUCTS, NEW CONCEPTS DISPLAYED AT AG CONNECT EXPO

SHOWING AND TELLING THE CVT ADVANTAGE

Two busy spots at the Case IH AG CONNECT display were the CVT control simulator and the CVT transmission cutaway. Attendees could see and experience the ease and efficiency offered by this new transmission now available in select Magnum and Puma tractor models.

"The CVT does a great job in finding that sweet spot where the tractor runs at the most fuel-efficient engine speed to deliver the power to the ground," says John Bohnker, Magnum Tractor Marketing Manager.

The Case IH CVT uses four gear ranges in the transmission together with the hydrostatic drive. Having four ranges helps increase the amount of time the transmission spends in full mechanical engagement for maximum fuel efficiency.



INCREASING INTEREST IN 20-INCH ROWS

The 36-row 20-inch Early Riser 1260 planter Case IH displayed at AG CONNECT attracted a lot of attention, says Alan Forbes, Planter Marketing Manager.

"There's a lot of interest in 20-inch rows for corn," Forbes says. "As populations increase, plants may become crowded and potentially stressed. Moving to 20-inch rows can let you plant the higher populations and still have 6, 7 or 8 inches between plants to help get the maximum yields. 20-inch rows let you utilize more ground, more effectively."

The Early Riser 1260 planter is a front-fold design with a transport width of 13 feet 8 inches. The exclusive award-winning steerable rear axle option lets the big planter be easily maneuvered through gates and other tight spots.

All Case IH Early Riser planters feature the Advanced Seed Meter for accurate population control regardless of seed size, and the Early Riser row units with their proven ability to maximize seed-to-soil contact for early, even emergence.

BIOMASS COLLECTION RESEARCH

A bin filled with corn mixed with clean cobs caught the eye of a lot of visitors to the Case IH display at AG CONNECT. Rather than the result of a poorly adjusted combine, it was one of several types of corn biomass collection methods currently under evaluation.

This "corn cob mix" results from using unique separator grates and cleaning sieves in the combine. It has the advantage of a simple collection system, with the downside of having to gather and haul the greater mass of material resulting from the cobs mixed with the grain. And, it requires a post-harvest separation process.

Another system captures all the material that comes out of the back of the combine. An air blast blows away lighter material, while the cobs are collected in the collection cart. This system provides clean grain from the combine, and separates the cobs to be managed and delivered as needed.

A third system delivers clean grain from the combine, with all discharged material compressed into a large square bale, using a 4-foot by 3-foot baler. The big bales can be unloaded on the go and are efficient to handle and transport, and the baler can be powered by the combine. The baler and its power needs make this the highest cost of the three systems.

"It's all experimental at this point," says Jay Schroeder, Combine Platform Manager. "We're showing different levels of investment, combine adaptation and labor requirements. It all depends on what the end user of the biomass wants, and how the economics work."



For more, go to caseih.com



NEW TILLAGE CHALLENGES

"We're designing implements to manage compaction and prepare seedbeds while operating in up to 10 tons of residue per acre," says Rob Zemenchik, Marketing Manager, Tillage Products. "This is new, uncharted territory, but this is the environment our engineers are testing in now, for properties such as crop clearance."

At AG CONNECT, Zemenchik engaged growers with conversations about net carbon accumulation as well as residue flow. That's because agriculture will be a key part of future discussions including carbon dioxide and global warming.

"Agriculture holds potential solutions to the problem because our crops draw carbon dioxide out of the atmosphere and converts it to usable food and fiber," he says.



HIGH-CAPACITY HARVESTING

The tough harvest of 2009 put even more emphasis on harvest capacity. At AG CONNECT, Case IH presented a high-capacity grain harvesting system: the Axial-Flow 9120 combine on tracks, matched with a 12-row 30-inch corn head.

With 483 rated engine hp and 523 maximum hp, the Class IX Axial-Flow 9120 is earning a reputation for delivering massive harvesting capacity in a wide range of harvesting conditions. The optional tracks are based on the proven Quadtrac drive system with 36-inch-wide rubber tracks for greater flotation and reduced compaction in soft fields. The top road speed with the tracks is similar to wheels, at 21 mph.

The 20 Series Axial-Flow combines — the 7120, 8120 and 9120 — use the Power Plus CVT drive system for the feeder/header and rotor drives for the ultimate in power, efficiency and control. The absence of belts and chains reduces maintenance and improves reliability.

These models also feature the ability to reverse the rotor from the cab should a slug occur. The AFS Pro 600 display provides a broad range of information and control with easy touch-screen input.

TIMELY, ACCURATE SPRAY APPLICATIONS

Sprayers are becoming a more important tool in the crop production cycle. At AG CONNECT, Case IH displayed the new Patriot 3230, with 220 engine hp and an 800-gallon solution tank.

"This is our newest model, and it has a lot of productivity features that will help farmers be timely and accurate with their applications," says Ken Lehmann, Application Equipment Marketing Manager.

These features include AccuBoom automatic section control which allows boom sections to turn on and off automatically so as to not overapply or skip areas. AutoBoom automatic boom height control maintains your preset boom height over uneven terrain for consistent applications. Optional AIM Command is the advanced Case IH spray system that maintains constant application rate and spray pressure independent of speed.

BIG POWER

At 535 engine hp, the Case IH Quadtrac 535 tractor displayed at AG CONNECT represented the power show attendees were interested in. "It's all about getting more done," explains Roger Lewno, Tractor Product Specialist. "Growers are adding more land, but keeping the same amount of labor."

Continual refinements since its introduction in 1992 make the current Quadtrac tractor models the superior choice in the tracked tractor market, Lewno says. The Quadtrac's industry-exclusive four-track design, with 10 degrees of pivot for each track and 26-degree oscillation between the front and rear sections of the articulated tractors assure, full track-to-ground contact. The ability to maintain full power through turns and being able to turn without disrupting the soil surface are among the many Quadtrac performance advantages, Lewno adds.

EXPANDED CAPABILITIES FOR PRECISION FARMING PRODUCTS

Case IH AFS Precision Farming products include new equipment control capabilities and products that work in mixed fleets, for example, where one make of tractor is matched with another make of planter.

"Ergonomics, agronomics and economics are three key benefits we discuss," explains Frank Rabusic, Case IH Precision Farming Sales Manager.

"Ergonomics is the ease of operating and interacting with the product. Our AFS displays and controls are designed to be very intuitive and easy to use," Rabusic says. "That's especially important for farms where more than one operator may be using the equipment."

Agronomics deals with the plant's benefits from AFS product input. For example, new planter row unit shut-offs can prevent double planting across headlands and in irregular fields. This is an increasingly common issue as planters in 16-, 24- and 32-row configurations become more popular. The automatic row unit shut-offs increase yields by not crowding plants, and save seed.

Economics is the payback analysis provided by the broad range of AFS products. Using online calculators available at www.putyourfarmonthemap.com, growers can analyze the economic benefits of various types of guidance systems, row unit shut-offs, and other Precision Farming products.



GROWING PRECISELY

THESE FARMING PARTNERS COUNT ON NEW TECHNOLOGIES TO INCREASE YIELDS, BOOST PRODUCTIVITY AND HOLD THE LINE ON INPUT COSTS



Chris Hooks shows the 8.75-inch in-row spacing they get with 36,000 populations on 20-inch rows. Much of their corn is white corn.

"When we started farming together in 1996, we never dreamed we'd be running this size of equipment," Philip Parish says. "Even three years ago, we didn't think we'd have the technology we're using today."

Farming partners Philip Parish and Chris Hooks farm about 10,000 acres of corn, soybeans and wheat as P&H Farms near Eddyville in western Kentucky. Their land ranges from expansive river bottoms to rolling hilltops. They farm nearly 100 separate fields having four distinct soil series, often with several soil types in the same field.

From the outset, Parish and Hooks have looked for ways to farm more efficiently. Their efforts have led to an operation that could serve as a showcase of leading edge agricultural technology.

It didn't start out that way.

In the 1980s, Parish and Hooks were young farmers getting established. Parish worked with his father, Larry, who's still involved in the operation; Hooks was farming with an older farmer nearing retirement.

The two young farmers recognized they both wanted more land, and figured they could get it by working together. Today, they work with a combination of land and equipment owned individually and in partnership.

Their first year together, 1996, saw them fighting a wet spring



and a wet fall to farm 4,500 acres. "Most of our equipment was older. It took forever to get the crop planted and harvested," Parish says.

"That fall, after we finally got done, we made some major upgrades in our equipment. We bought a pair of 2188 Axial-Flow combines and leased three 8950 Magnum tractors. That was our first major step, and we haven't looked back."

Seeing the benefits of better equipment gave the partners confidence that investments promising improved productivity would likely pay off.

That confidence led them to start site-specific yield mapping in 2003, when they traded for two Axial-Flow combines equipped with the AFS yield monitoring systems. Together with grid-based soil sampling, they began building a data base to drive fertility and seed decisions.

As the GPS coverage in their area became more consistent, they added AFS AccuGuide autoguidance systems to their primary tractors and combines.

Along with the autoguidance systems came the AFS Pro 600 monitor and its full range of advanced capabilities including prescription planting.

With these technologies in place – notably the autoguidance systems – Parish and Hooks realized they could take another step forward by adopting 20-inch rows for corn and soybeans in place of 30-inch corn and 15-inch soybeans, and made the move starting with the 2008 crop with three 24-row 20-inch Case IH 1240 Series Early Riser planters with bulk fill.

"We'd been wanting to do this for several years but waited until it was time to trade equipment," Hooks explains.

Their interest in the 20-inch rows was primarily agronomic. They saw higher populations in corn delivering higher yields. But in 30-inch rows, populations above 30,000 were crowding the plants' in-row spacing. In 20-inch rows, they could plant the high populations and still leave ample in-row spacing.

Settling on 20-inch rows



Chris Hooks and Philip Parish are embracing new practices and technologies including 20-inch rows and prescription-based planting in their western Kentucky farming operation. Their harvesting equipment includes this Axial-Flow 8120 combine and the 3418 18-row 20-inch corn head.

had big implications for overall productivity as well as yield potential. They'd been using three planters; two planters having the ability to plant 12-row 30-inch corn and 23-row 15-inch beans, and one 24-row 30-inch planter exclusively for corn.

Now they use three 24-row 20-inch planters for both crops. "Before we changed, we had 120 feet of total planting width, but only 60 feet total for beans. Now with 20-inch rows for everything, we've doubled our soybean planting capacity," Hooks explains. As they grow about 2,400 acres of wheat double-cropped with soybeans, they say having the added planter capacity is a bonus at that time-sensitive stage.

To make it easier to get their sprayers and sidedressing applicators through the 20-inch rows, Parish and Hooks set up the planters for 24-inch spacing between the ninth and 10th rows and the 15th and 16th rows. The tractors and sprayers straddle the center six rows, and the added 4 inches on the two rows aren't an issue with the corn heads.

The partners harvested their first 20-inch row corn crop with three 2588 Axial-Flow combines equipped with 12-row heads, but realized they needed more capacity; taking 12 rows per pass wasn't enough.

Prior to the 2009 harvest, they traded the three 2588s for three larger combines: a pair of Axial-Flow 8120s and one Axial-Flow 7120. Equipped with the new Case IH 3418 18-row 20-inch heads on the Axial-Flow 8120s, they got the capacity they sought – and welcomed – during the rain-delayed 2009 harvest.

They say the Axial-Flow 8120 and the 18-row head makes a good combination. Their combines are equipped with the Terrain Tracker option, which lets the big heads automatically tilt up to 10 degrees laterally on their hilly terrain.

"The 8120 is plenty of combine," Parish adds.

Updating to the three new 1240 Series planters gave them the ability to plant using prescriptions. After all, they had been collecting site-specific yield and

fertility information since 2003. Now they wanted to take the next step, as part of their move to 20-inch rows.

Recognizing that developing prescriptions could be a big job – with big bottom line potential – they contracted Roger Boyd, an independent agronomist, to manage all agronomic aspects of P&H Farms.

"Chris and I decided there are three parts to most fields: the area where you make money, the area where you break even, and the part of the field where you lose money. For this farm, we identified corn yields below 120 bushels as the losing areas, 120 to 150 bushels as breakeven, and over 150 bushels as the money-making areas," Boyd says.

Then, Boyd identified four distinctly different soil series that encompass most of their fields. With this information, he defined management units in each field with the goal of identifying the appropriate varieties and populations to maximize net returns.

"The ability we have with this equipment and software to meter inputs, measure yields, analyze data, and store data files for future reference is really whiz-bang stuff," he says.

Early in his prescription development process, Boyd defined the farmyard's gravel parking lot as a miniature field with varying populations. Prior to planting, he

drove the planter across it, dropping seed, to confirm that his prescriptions would work.

Part of the appeal of the prescription-based planting for P&H Farms is the ease of planting test plots. For example, within a 40-acre field, Boyd wrote a prescription for individual two-acre test plots within the field. The planter automatically varies rates to plant the two-acre plots as it goes across the field.

"I'm really excited by what we have here. The technology has matured to where things we wanted to do 10 years ago are now a basic functionality of the equipment."

Case IH equipment dominates on P&H Farms. In addition to the planting and harvesting equipment, they have a Quadtrac 535, a pair of Steiger 335 tractors, two Magnum 305 tractors, two Puma 180 tractors plus older IH models, and a pair of Patriot 3330 sprayers.

Advice and support from their Case IH dealer is a key reason for all the red equipment, the partners say, and CNH Capital provides competitive financing.

With two years of 20-inch rows behind them, Parish and Hooks say the move has boosted yields a bit. Weed control is enhanced with the thicker, earlier canopy. Seed meter accuracy is improved because in-row spacing is greater even as populations are increased, compared to 30-inch rows. Planting is more efficient, using three 24-row bulk fill planters for both corn and soybeans, and the new Case IH 18-row 20-inch corn head is a good match for their operation.

The next step is to fine-tune the planting prescriptions to meet the yield potential of each field.

"The 20-inch rows take more management, but overall, it's going well," Parish says. ■



P&H Farms agronomist Roger Boyd displays a sample of site-specific maps depicting soil series and yield. The farm is moving into prescription-based planting, based on yield potential.

VALUE-PRICED PARTS LINE EXPANDED



The Gold Value parts line announced last year has been greatly expanded as a result of a new arrangement with CNH Parts & Service and TISCO, an independent distributor of parts for agricultural and light industrial equipment.

The Gold Value line gives Case IH dealers the ability to fill parts requests for a majority of the older tractors, combines and implements working on North American farms.

The Gold Value line was initiated in 2009 to provide good quality value-priced parts. They're a good choice for older equipment that may not see the long hours of heavy field work or the intensive daily chore work that your primary equipment does. The Gold Value parts meet these work requirements and are offered as a repair option at a lower price point than Genuine Case IH parts or Case IH Reman remanufactured parts.

In addition to the price advantage, Gold Value parts are sold and backed by your Case IH dealer. The parts professionals there are familiar with agricultural applications to help make sure you get the best part for your needs. They can recommend related parts that may be needed to complete the repair, and offer service items such as lubricants and filters to help you keep older equipment in good working condition. ■



Expanded Gold Value parts offerings

Select Gold Value parts for a broad range of equipment including Case IH legacy brands International Harvester, Case, Ford, New Holland, David Brown, Fiat and Hesston as well as John Deere, Massey Ferguson, Allis-Chalmers, White, Kubota, and many others.

The line includes:

- Engine components including fuel system, cooling system, electrical and exhaust parts
- Driveline parts including clutches, transmissions, PTO, brakes, front and rear axle, and steering components
- Hitch and hydraulic system components
- Sheet metal and restoration parts
- Tillage, planting and harvesting parts
- Gauges, seats and cab-related components
- Sprayer parts
- Safety equipment

NEW BALE ID SYSTEM PROVIDES ELECTRONIC BALE MANAGEMENT



The ProID system generates an RFID tag containing production information for each bale.

PROID™

A new electronic bale identification system for Case IH large square balers gives hay growers an easy and accurate way to manage bales.

ProID is an option for Case IH large square balers equipped with the Thirty Plus™ automatic hay preservative applicator. Case IH has a preservative applicator and ProID system to fit most other brands of large square balers, as well.

ProID gathers information generated by the Precision Information Processor (PIP) for each bale as it's being formed. It sends this information in a Radio Frequency Identification (RFID) tag that's wrapped around the bale's twine. The tag's data can be read with a hand-held reader, which can also hold the bale information for downloading into computer records.

Using the reader, you can quickly identify the bale's ID number, the field name, the time and date the bale was harvested, its average moisture and high moisture, the amount of preservative applied, and bale weight.

The downloaded records let you do further analysis of yield and overall production.

With this accuracy and detail, you can easily segment hay and straw by criteria such as variety, protein, moisture, and traits such as GMO and organic. Commercial growers have the added advantage of being able to accurately fill customer needs, with trackable accountability for each bale delivered. ■



ProID INFORMATION

BALE ID #	FIELD ID #	DATE/TIME	AVG MC%	HI MC%	WEIGHT	PRESERVATIVE (LBS.)
2241	EXAMPLE-10	08/22/08 (12:55)	22%	27%	1420	4

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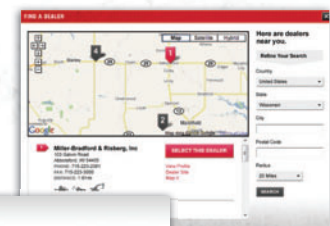


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CASE IH
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CASE IH DRIVES NEW EDUCATIONAL PARTNERSHIPS

The next generation of farmers and agricultural service technicians will need a different set of skill sets than those their parents possess. Case IH is helping today's agriculture students experience the latest advances in farm equipment through partnerships with leading agricultural universities and sponsorship programs with technical colleges.

As he was finishing high school, Ben Larson, of Moorhead, Minnesota, was undecided about his future plans.

"I liked working on snowmobiles and motorcycles, but thought working on them all the time might take the fun out of the hobby," he says. "Then, one time as I was working on a tractor with my dad, it hit me: 'I could do this for a living.'"

Aware that farm and construction equipment dealers might have service tech sponsorship programs available, he approached his local Case IH dealership, Titan Machinery in Moorhead. His discussion there led to full-time employment at the dealership for his first year out of high school and participation in a new Case IH service training program called "Forging the Future."

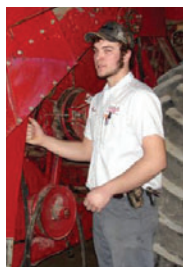
The Forging the Future Service Technician Program sponsored by Case IH and the other CNH agricultural and construction brands is a cooperative two-year college level program that leads to an Associate Science degree with a major in Industrial and Farm Equipment



Technology, or a Journeyman certification through the Canadian Apprenticeship program.

The unique aspect about this program is its interaction with Case IH dealers and other CNH dealers. In fact, students in the two-year, six-semester program split their time nearly equally be-

tween class time and paid on-the-job experience at a dealership as a trainee. CNH and participating dealers provide the colleges with equipment and training materials so that Forging the Future students can focus on CNH products and systems in the classroom as well as the dealership.



Brian Haas

FFA NATIONAL FINALIST SEES CASE IH SERVICE TECH CAREER

Brian Haas's fondness for the International Harvester tractors his grandfather owned led him to a national FFA award and sponsorship by his local Case IH dealer into the Forging the Future program.

"I grew up on a small farm, and always liked being around farm equipment," says Haas, of Mascoutah, Illinois.

He began working parttime at his local Case IH dealership, Mascoutah Equipment Company, Inc., as a freshman in high school. He used his employment there for his FFA supervised agricultural experience. The depth of experience and his detailed work records helped propel him to one of four national finalists for the 2009 FFA National Proficiency Award in Agricultural Mechanics Repair and Maintenance – Placement.

A 2009 high school graduate, Haas is working at the dealership fulltime prior to starting the Forging the Future course at Parkland College in Champaign, Illinois, for the Fall 2010 semester.

"I'm looking forward to it, and the Case IH emphasis is a lot of the reason why I want to go there," he says of the Parkland course. "In the new Case IH equipment, I see the trend of how electronics are controlling all the equipment systems, so learning more about computer systems – with the Case IH focus – is going to benefit me the most."

Haas's hobby predates touch-screen displays and electronic controls: restoring old IH equipment. He owns three old letter series Farmall tractors including a 1940 Farmall A, the first one sold by Mascoutah Equipment, and a 1965 Model 203 self-propelled combine.

UNIVERSITY PARTNERSHIPS EMPHASIZE LOCAL INVOLVEMENT

It's not uncommon for manufacturers to provide ag colleges with equipment for training and for field operations. Case IH is taking this practice to the next level by making relationships with a supporting Case IH dealer and involvement by Case IH personnel an integral part of the package.

Case IH and two Wisconsin Case IH dealers have entered partnerships with Wisconsin universities to provide current Case IH farm equipment and precision farming technologies to support the schools' programs.

Together with Value Implement in Osseo, Wisconsin, Case IH is providing equipment to the University of Wisconsin – River Falls (UWRF). UWRF operates two farms and has several sustainability projects underway, where the new Case IH equipment will play a key role, according to Dr. Dean Olson, chair of the UWRF agricultural engineering technology department.

At the University of Wisconsin – Platteville (UWP), students will be using Case IH equipment and precision farming technologies through a new partnership with Case IH and Case IH dealer Ritchie Implement headquartered in Cobb, Wisconsin. And, Case IH product specialists will be available for events such as field days.

UWP has a 430-acre working farm to provide on-farm experiences for students and to evaluate management practices and conduct research.

"The support of Ritchie's and Case IH allows us to take our agriculture education, research and community outreach efforts to the next level, without increasing costs," says Dr. Carol Sue Butts, UWP Interim Chancellor.

"These alliances are win-win for all involved," says Jeff Schmaling, Senior Director, Sales, for Case IH. We see many opportunities to join forces on research and community outreach initiatives."

These arrangements provide a way for the Case IH dealers to have more involvement with the universities, and vice versa, Schmaling adds. "Both parties will be strengthened by the interaction and the continuing educational opportunities."

education classes such as communication, mathematics, computers, psychology and history.

The sponsoring dealer may provide financial assistance toward tuition and fees in return for the student's commitment to work at the dealership for a specified period of time following graduation, although tuition and fees are the student's responsibility. Students have the opportunity to earn wages during the work sessions at the Case IH dealership,

and there's a provision for furnishing the student with a set of high-quality Case IH-branded tools and a tool storage cabinet.

Larson graduated from the Forging the Future program at Minnesota State Community Technical College in Moorhead, and has been a full-time service technician with Titan for two years. He says the Forging the Future course was definitely worthwhile.

"It started off with the basics, to make sure everyone knows that.

CASE IH AND UNIVERSITY OF WISCONSIN REPRESENTATIVES CELEBRATED THE ANNOUNCEMENT OF NEW PARTNERSHIPS THAT GIVE TWO UW CAMPUSES ACCESS TO CASE IH EQUIPMENT WITH LOCAL CASE IH DEALER SUPPORT



AT UNIVERSITY OF WISCONSIN-PLATTEVILLE'S PIONEER FARM ... from left: Kevin Depies, Ag Sales, Ritchie Implement Inc.; Phil Wyse, director, Pioneer Farm; Dr. Carol Sue Butts, chancellor (interim), UW-P; Patricia Lardie, manager, government sales, Case IH North America; Ron Ritchie, president, Ritchie Implement Inc.; Mike Compton, director, UW-P School of Agriculture; Ken Barr, territory manager, Case IH.



AT UNIVERSITY OF WISCONSIN-RIVER FALLS ... from left: Dean Olson, chair of the UWRF agricultural engineering technology department; Dean Van Galen, UWRF chancellor; Jeff Rohrscheib, Case IH dealer and manager of Value Implement's Osseo, Wisconsin, store; Bill Connolly, UWRF farm director; Patricia Lardie, manager, government sales, Case IH; and Dale Gallenberg, Dean of CAFES.

CNH is targeting this new program to technical colleges having strong mechanical programs and located in areas having enough CNH brand dealers for ample student employment opportunities.

CNH dealers who participate in the Forging the Future program look for young people with the potential and desire to be service technicians at their dealership. Together, the prospective student and a dealer representative visit the technical college and meet with the faculty for a complete assessment. If everyone's in agreement, the student is eligible for a Forging the Future sponsorship.

Once enrolled, the student agrees to fulfill the academic requirements in school and to serve as a productive trainee at the sponsoring dealership. The courses focus on engine, drivetrains, electrical, and hydraulics with emphasis on CNH equipment systems. The program also includes general

FORGING THE FUTURE PROGRAM SCHOOLS

- Minnesota State Community Technical College, Moorhead
- Oklahoma State University Institute of Technology, Okmulgee, Oklahoma
- Parkland College, Champaign, Illinois
- Olds College, Olds, Alberta
- Lake Area Technical Institute, Watertown, South Dakota

Then the second year you really get into things," he says.

Having coursework focused on electronics was especially helpful. "You really have to know electronics to figure some of this stuff out. It's getting pretty complicated. Electronics are a big part," he says.

Larson says he sees the advantages of the Forging the Future course in the insight it gave him, and in the progress he sees in the students the dealership currently sponsors. "I see them grow in what they know over the two years. It's definitely a good program."

For more information about Forging the Future educational opportunities, contact your local Case IH dealer. ■

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.

ROTARY DISC CUTTERBARS HAVE A NEW THREE-YEAR WARRANTY

Upgrade to a new Case IH self-propelled or pull-type windrower with a rotary disc cutterbar and gain the added value of three years of warranty coverage on all cutterbar components starting with the input drive shaft.

This program, offered on all Case IH rotary disc cutterbars purchased in 2010, includes the base warranty of 12 months plus 24 additional months.

The Case IH rotary disc cutterbars have independent disc modules with individually sealed bearings for effective lubrication, even on slopes. A shock protection system greatly reduces the chances of disc damage, and the modular design means one damaged disc won't affect others.

These rotary disc cutterbars drive the discs at 3,000 rpms to deliver fast, clean cutting, even in heavy or tangled crops. Crop lifters on all discs help move the crop away from the cutting zone. Rotary disc mower cutterbars are the best choice for terrain where obstacles including sticks, stones and rodent mounds may be encountered.

Match one of three Case IH rotary disc cutterbars, the RD132, RD162 and



RD182, in widths of 13, 15.5 and 18 feet (3.96, 4.7 and 5.48 meters) to a Case IH pull-type disc mower conditioner or a self-propelled windrower for fast, effective hay conditioning.

Choose from four pull-type models, the side-pull DC92 and DC102, and the two center-pull models DC132 and DC162.

Self-propelled models include the WD1903 at 190 hp (142 kW) and the WD2303 with 225 hp (169 kW).

All feature your choice of proven Case IH spiral steel-on-steel or rubber-on-rubber intermeshing spiral conditioning rolls. Roll pressure and swath width can be adjusted without tools.

Optional flail conditioning uses tapered flails to pick up the crop and rub it together and against the conditioning hood to



remove the waxy layer on stems. Dry-down is faster, and the crop mat is more uniform for faster drydown.

Self-propelled models include independent hydraulic header flotation system for maximum productivity and crop-saving on hilly terrain.

Case IH WD 3 Series cabs are quiet, comfortable workplaces. The air suspension seat includes a floating right-hand control console. A performance monitor includes full operating information including header rpm, header hours and acres per hour. Options include automatic temperature control, electric mirrors, and in-cab windrow width adjustment.

Case IH also offers a complete line of sicklebar mower conditioners and windrower headers.

A NEW COMMERCIAL GRADE SMALL SQUARE BALER



Case IH has introduced a new small square baler for growers who count their annual bale production in the thousands. The new Case IH SB541c has several upgrades to the popular Case IH SB541 baler aimed at increasing durability and productivity for intensive full-season use.

These features include heavy-duty hydraulically controlled side tension rails and a heavier lower cross rail to resist bending at maximum pressures.

Cast iron hay wedges replace the front set of sheet metal hay wedges for increased strength.

High-strength steel is used throughout the plunger mechanism, and the plunger rail has been hardened for longer life.

The bale case is longer by 12 inches (30.5 centimeters) and 0.76 millimeters thicker than the standard SB541 to give improved bale shape for easier handling.

A heavy-duty twine box, with a hinged lid, keeps eight bales of twine clean and dry.

The 14- by 18-inch (35.5- by 45.7-centimeter) SB541c, with its 75-inch (190.5-centimeter) wide pickup, shares high-capacity features with other SB Series balers including a smooth rotary feeding system and a gear-driven knottter with hard-surface material at all parts.

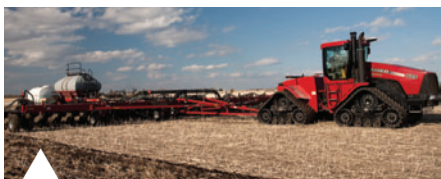
Match the SB541c with a tractor having at least 75 PTO hp (56 kW).



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.

THREE CASE IH PRODUCTS CITED FOR ENGINEERING INNOVATION

Annually, the American Society of Agricultural and Biological Engineers (ASABE) recognizes 50 products based on their commercial impact, their contribution to agriculture, and their engineering and technological significance. Three Case IH products were among the winners of the 2010 AE50 awards.



The **Precision Hoe 800 air hoe drill** represents advancements in delivering accurate seed and fertilizer placement with excellent residue flow, with its patented parallel link row unit with a double-shoot knife opener and unique single shank design.

The trip force and packing pressure for the row units can be adjusted for varying field conditions. Overall weight distribution is controlled through a patent-pending hydraulic cylinder mounted on the front of each frame section.



The **1260 Early Riser planter**, in 32- and 36-row configurations, features unique and advanced frame design features. These big

planters have industry-exclusive bifold links for efficient draft transfer and accurate tracking over uneven terrain. The outer wings flex up to 20 degrees up and down to aid consistent planting performance.

Planter row unit down pressure can be controlled, pneumatically, from the cab using the AFS Pro 600 monitor.

Transport is efficient. Caster-style wing wheels greatly reduce weight on the tractor drawbar, and the patented hydraulic steerable rear axle gives exceptional maneuverability and control. Transport width is as narrow as 13 feet 8 inches (4.16 meters).

Like all Case IH planters, the Early Riser 1260 delivers best-in-class seed spacing, uniform depth control, and excellent seed-to-soil contact to encourage germination.



The **Case IH Austoft 8000 Series sugarcane harvester** was recognized for its overall harvesting technology that provides excellent cane quality and ultra-clean samples.

These harvesters feature a totally integrated data logging system that works with Case IH AFS desktop software to automatically store harvest data, a feature welcomed by large fleet operators.



FARMALL A TRACTORS ARE SIMPLE AND RUGGED

The Farmall A Series tractors are the choice for growers looking for a simple, economical tractor for on-farm chores and light-duty field work.

The four Farmall A Series models, the 45A, 55A, 65A and 75A have PTO hp ratings of 39, 47, 57 and 66 (29, 35, 43 and 49 kW), respectively, and are powered by fuel-efficient Tier III emissions compliant diesel engines. All have mechanical transmissions. The Farmall 45A and 55A transmissions have eight speeds forward/eight speeds reverse, and synchronized for on-the-go shifting on the road. The Farmall 65A and 75A transmissions have eight speeds forward/two speeds reverse and shuttle shift.

The Farmall A Series tractors are equipped to work, with a 2,954-pound (1,340-kilogram) capacity three-point hitch and a 540-rpm independent PTO. All are available in two-wheel drive or MFD models. Add a Case IH loader to expand their capabilities.

The operator's platform is clean and uncluttered, with simple, clearly marked controls and a contoured suspension seat. The sloped hood allows good visibility, and routine maintenance such as engine oil checks can be made without lifting the hood.



ROW GUIDANCE AVAILABLE FOR AXIAL-FLOW COMBINES



Case IH AFS RowGuide is a new option for the Case IH AFS AccuGuide autoguidance systems on Axial-Flow combines. AFS RowGuide works with the AFS AccuGuide system to provide accurate hands-off steering in corn harvest.

A pair of AFS RowGuide sensors, mounted on corn head dividers, follow a corn row and generate guidance input. The AccuGuide system uses this input to keep the combine on-row. The AccuGuide system helps maintain accurate auto-



mated guidance through areas of planter skip and across waterways. Lands can be laid out, and it will stay on path if a row is missing, if there was a previous pass to follow.

AFS RowGuide keeps the header aligned with the crop even on tight contours and curves. It's especially helpful in staying on-row in down and tangled corn.

AFS RowGuide will be available for the 2010 harvest. It can be installed by Case IH dealers on all Case IH 88 Series Axial-Flow combines and on model year 2006 and newer 10/20 Series Axial-Flow combines with 30-inch Case IH corn heads.

Family ties

For many farm families, weddings are a milestone event where couples include their family farm heritage along with their commitment to each other.

Often, Case IH equipment is part of the celebration and adds another element of achievement to this special moment.

In Elm Creek, Manitoba, bride and groom Brad and Monica Tkachyk included Brad's

The Tkachyks



Photo by Empire Photography



grandparents Matt and Doris Tkachyk and other Tkachyk family members and friends in this photo with one of the family's two Quadtrac 535 tractors. Matt purchased one of the first Quadtrac tractors to be sold in Manitoba. Brad and Monica represent the third generation to join the family operation of about 7,000 acres of corn, sunflowers, small grains, beans, flax and canola.

Newlyweds Adam and Melissa Navinskey of Atchison, Kansas, displayed four of their own Case IH tractors plus one each from a relative and a friend to show their farm, their family and wedding party, and the church in which they were married together into one impressive photo.



The Navinskeys farm with Adam's parents, Scott and Lori, and his grandparents Ed and Joan, on the family's 2,500 acres of corn, soybeans, wheat and hay, along with a 150-head cow-calf herd.

Photos by Erica May Photography

ONLINE EXCLUSIVE FIRST OWNER REPORT

SIZING, MIXING, RIPPING, AERATING

A NEW CASE IH ECOLO-TIGER 870 GETS HEAVY SOILS WITH HIGH RESIDUES READY FOR PLANTING

On a rare sunny day last November, northern Illinois grower Norm Larson was doing what thousands of other cash grain farmers were doing – trying to deal with tough heavy crop residues on wet soils before winter weather stopped field operations for good.

To his benefit, Larson was using what may be one of the best agronomic solutions available – the Case IH Ecolo-Tiger 870 – and he was definitely putting it to the test.

At first glance, the Ecolo-Tiger 870 doesn't appear to be a new concept. After all, tillage tools combining disc blades, ripper shanks and some sort of covering mechanism have been on the market for years. But finding one that works in the residues from 200- to 300-bushel Bt corn, and in a wide range of soil types, presents a bigger challenge.

With an agronomic background, Larson, who farms about 5,000 acres of corn and soybeans with several family partners near Maple Park, Illinois, knew what he wanted to accomplish: aggressively size and mix residue, open up compacted soil, re-establish water-holding

capacity, aerate the soil, and leave a range of clod sizes that will freeze and thaw over winter to leave a level surface for planting in this high-residue environment.

The Ecolo-Tiger 870, working with another new Case IH implement, the True-Tandem 330 Turbo, met the challenge.

"For me, in these conditions, the combination of the 330 Turbo and this Ecolo-Tiger 870 works well," Larson says. "We have some soil issues here, and breaking this damp soil into clods to let air and moisture in is what's needed."

"I'm breaking up compaction and doing a really nice job of sizing residue so I can manage it with my secondary tillage and residue managers on the planter come spring."

"I'm getting the field surface I want to see, and the higher clearance and greater overall length keeps the residue flowing through really well. I'm really happy with it."

You can read more about Norm's experiences with the new Ecolo-Tiger 870 along with more photos online at www.caseih.com/farmforum.



Illinois farmer Norm Larson used the new Ecolo-Tiger 870 to manage residues, open heavy damp soils, and form clods that break down over winter.



NEW CASE IH SCOUT UTILITY VEHICLES

Utility vehicles (UTVs) are proving to be a quick and fuel efficient means of getting around farms and fields. Now Case IH offers an exciting new entry into the UTV market with the Case IH Scout.

Well-equipped with a wide-ratio CVT transmission, hydraulic four-wheel disc brakes, ROPS protection, retractable safety belts and halogen headlamps, the Case IH Scout UTVs are ready to work, play or explore.

Models include the Case IH Scout in a two-passenger model powered by a 14-hp (10.4-kW) gasoline engine in two-wheel drive or four-wheel-drive versions, and the four-wheel-drive Case IH Scout XL offered in two-passenger and four-passenger models with 23-hp (17.2-kW) gasoline or 20-hp (14.9-kW) diesel engines.

All Scout models have an independent front suspension for a comfortable well-controlled ride. Top speed is 25 mph (40 kph). The convenient tilting cargo bed offers ample load-



carrying capacity. The Scout XL models have 15.1 cubic feet (0.42 cubic meters) of load space and are rated to carry up to 800 pounds (362.9 kilograms), or 1,050 pounds (476.3 kilograms) with the optional high-capacity kit.

A full range of options is available to tailor the Case IH Scout UTVs to your needs. Examples include a windshield, winch, front blade, bed dump, bed liner, a gun rack, brush guard, backup alarm and premium lighting including fog lamps and turn signals.

Learn more about the Case IH Scout UTVs at www.caseihscout.com.



CASE IH RED TRACTOR QUILT CONTEST TO BE JUDGED AT RED POWER ROUNDUP

Quilters can display their handiwork and their International Harvester spirit in the new Case IH Red Tractor Quilt contest. And, you can potentially win a cash prize of \$1,000.

International Harvester tractors and quilting played an important role in the history and heritage of rural America. Today's Case IH farm equipment brings together the innovation and tradition of great equipment brands including International Harvester, Case, Farmall and Steiger.

Similarly, quilting is a skill and art form passed down through the generations in rural communities.

"Our contest is a way for quilters to celebrate ownership of these tractors and their own rural heritage through the symbolic incorporation of them into a quilt," explains Sarah Pickett, Case IH licensing and merchandising manager.

Construction of the quilt is open to the quilter's technique of choice – hand sewing, machine quilting, or a combination. Quilt fronts must use at least 50 percent "red tractor" patterned fabrics from CNH America LLC licensed vendors, V.I.P. Cranston and Print Concepts.

All designs must be original and not previously entered in other competitions. Minimum quilt size is 50 by 60 inches with a maximum size of 84 by 96 inches.

The quilts will be judged during the 21st annual Red Power Roundup gathering of International Harvester Collectors Clubs, June 24 – 26, 2010, in LaPorte, Indiana. Participants must be present to win. There is a \$10 entry fee and entries are limited to the first 150 received.

All entry fees will be donated to the 2010 Red Power Roundup host, Northern Indiana Chapter No. 33 of the IH Collectors Club.

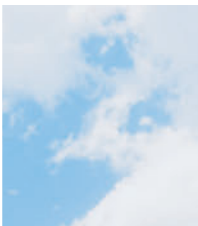
"Judging will be based on creativity, originality, workmanship and the quilt's visual impact," explains Pickett. "Quilters are encouraged to be imaginative and use their creative instincts."

A complete set of rules is available at: [http://www1.caseih.com/northamerica/Promotions/Documents/Red Tractor Quilt Contest 2009.pdf](http://www1.caseih.com/northamerica/Promotions/Documents/Red%20Tractor%20Quilt%20Contest%202009.pdf)



Learn more information — www.caseih.com

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0% INTEREST
FOR **24 MONTHS*** OR
FOLLOWED BY THE CUSTOMER QUALIFIED STANDARD FIXED RATE

FREE AFS ACCUGUIDE™
FREE AUTOGUIDANCE**
UP TO US\$13,300 VALUE!

ON NEW STEIGER® & MAGNUM™ TRACTORS



With models ranging from 180 to 616 peak horsepower, selecting a Steiger or Magnum tractor for your operation is easy.

Now, for a limited time, you can get 0% interest for 24 months* or get the input cost savings and operator convenience of the AFS AccuGuide Autoguidance system (up to a US\$13,300 value) at no additional cost.**

Hurry! Offer good through March 31, 2010.

For more information or to locate a dealer near you, visit caseih.com.



* For commercial use only. Customer participation subject to credit qualification and approval by CNH Capital America LLC or CNH Capital Canada Ltd. See your Case IH dealer for details and eligibility requirements. Down payment may be required. Offer good through March 31, 2010. Not all customers or applicants may qualify for this rate or term. CNH Capital America LLC or CNH Capital Canada Ltd. standard terms and conditions will apply. Taxes, freight, set-up, delivery, additional options or attachments not included in suggested retail price. Offer subject to change or cancellation without notice. Canadian Example: The interest rate will be 0.00% per annum for 24 months followed by a customer qualified rate of 5.93% per annum for 48 months. Total contract term is 72 months. Based on retail contract date of January 15, 2010, with a suggested price on a Magnum 335 tractor of C \$350,000. Customer provides down payment of C\$70,000.00 and finances the balance of C\$280,000.00 at a rate of 0.00% per annum for the first 24 months followed by a customer qualified rate of 5.93% per annum for 48 months. There will be two annual payments of C\$46,666.67 the first due on January 15, 2011, followed by 3 equal installments of C\$53,784.09 each, the first due on January 15, 2013 and 1 final installment of C\$53,784.08 due on January 15, 2016. The total amount payable will be C\$378,469.69 which includes finance charges of C\$28,469.69. Taxes, freight, set-up, delivery, additional options or attachments not included in suggested retail price. Offer subject to change or cancellation without notice.

** Offer expires March 31, 2010. Buy a qualifying new Magnum or Steiger AFS AccuGuide-Ready Tractor to receive a free AFS AccuGuide System. Free AFS AccuGuide system offer includes the AFS262 WAAS Receiver, AFS Pro 600 Display, and AFS Nav II Controller up to a combined suggested list price of US\$13,300 (CDN\$18,000). Freight, dealer installation, delivery, miscellaneous dealer charges, and taxes are not included in this offer. Offer is available only at participating dealers. Offer not valid in combination with 0% financing. See your participating Case IH dealer for details.

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