

# CANADIAN FARMING

**CASE IH**  
AGRICULTURE

**NEW RTK  
SIGNAL  
OPTIONS**

**CLICK IT  
TO GET IT**

**CASE IH EXPANDS 24/7  
PARTS ORDERING CAPABILITIES**

**DEFINITIONS ABOUND, BUT AT ITS CORE, SUSTAINABILITY  
IS ABOUT FARMING AND RANCHING MORE EFFICIENTLY**

# SUSTAINABLE AGRICULTURE



# IT'LL HANDLE WHATEVER YOU THROW AT IT. OR IN IT.

A Case IH Scout or Case IH Scout XL UTV matches up to the power, ruggedness and durability of the big red iron in your machine shed – while it takes you places your big red machines can't go. Scout fields, wrangle livestock, haul seed, track deer, take your crew along – no matter what's on your to-do list, a Case IH Scout 4WD utility vehicle will get you there. And give you more time to play and explore. Check them out at your Case IH dealer today! To find a Case IH dealer, visit [caseih.com](http://caseih.com).

**0% INTEREST FOR 12 MONTHS OR 5.9% FOR 60 MONTHS**



**CASE IH SCOUT**

**CASE IH**  
AGRICULTURE

\*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 September 30, 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. Canadian Example: The interest rate will be 5.90% per annum for 60 months. Based on retail contract date of April 15, 2010, with a suggested price on a new 2 person gas Scout of C\$12,677.85. Customer provides down payment of C\$2,537.85 and finances the balance of C\$10,140.00 at a rate of 5.90% per annum for 60 months. There will be 59 equal monthly installment payments of C\$195.56 starting on May 15, 2010 and 1 final payment of C\$195.82 due on April 15, 2015. The total amount payable will be C\$14,271.71 which includes finance charges of C\$1,593.86. Taxes, freight, set-up, delivery, additional options or attachments not included in suggested retail price in the U.S. and in Canada. Offer subject to change or cancellation without notice.

© 2010 CNH America LLC. All rights reserved. Case IH is a registered trademark of CNH America LLC. [www.caseih.com](http://www.caseih.com)



## ON THE COVER:

The word "sustainability" is being used more often in agriculture discussions. Definitions abound, but at its core, sustainability is about farming and ranching more efficiently.

# CASE IH AND SUSTAINABILITY

## 4 ADVANCES IN PRODUCTIVITY

Sustainable agriculture

## 6 PRECISION FARMING & GUIDANCE

New RTK signal options

## 7 PARTS COUNTER

Click it to get it

## 8 CASE IH OWNER PROFILE

## 12 CASE IH OWNER PROFILE

## 14 MONEY MATTERS

Firm financial footing

## 16 EQUIPMENT SHOWCASE

## 18 CASE IH UPDATE

Chances are you're hearing the word "sustainable" more frequently these days. Sustainability is a concept that's taking hold in many aspects of our economy, ranging from building and manufacturing, to agriculture.

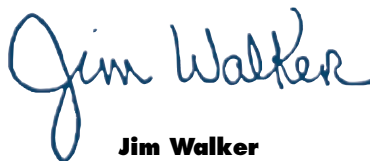
As this issue's lead article on sustainability describes, "sustainable agriculture" is defined in many different ways. At Case IH, we see it as an ongoing drive to help our customers work more efficiently... to produce more output with fewer units of input such as labor or fuel, or to maximize the value of inputs, like providing an ideal environment for each seed planted.

This view of sustainable agriculture underpins how we develop and provide new products and services for you. For example, every new model of a Case IH product will deliver efficiency gains compared to the model it replaces. It will use fuel more efficiently. It will require less time to adjust and service. It will work the soil and crop residues more effectively. It will manage seed and fertilizer more precisely. It will provide you with a better operating environment, with automation that improves accuracy and machine function while reducing your workload.

Even product support is becoming more efficient as our online parts ordering capabilities expand, allowing better use of your time, and with downtime assistance available 24/7 through a phone call to Max Service, no matter where you might be.

At Case IH, sustainability is an issue we take seriously. It's among the challenges agricultural producers will face as you're asked to feed a growing world population under constantly evolving regulations, expectations and demands.

We will do our part to help you thrive in this environment with equipment, services and dealers you can count on. We'll help you be ready.



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



Visit Case IH on the World Wide Web at [www.caseih.com](http://www.caseih.com).

## ONLINE EXCLUSIVE FIRST OWNER REPORT

A new Magnum 180 tractor meets this couple's needs with balanced, efficient performance

[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.

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 2, 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.

CANADIAN FARMING, Case, IH, CASE IH, Puma, Early-Riser, Cyclo Air, CNH Capital, Axial-Flow, Steiger, Quadtrac, Earth Metal, eco-tiger, tiger-mate, Farmall, Hy-Tran, AIM Command, crumbler, STX, Concord, Tyler, Isomount, Maxxum, yield-till, Vibra Shank, Vibra, eco-til, Uni-Loader, Systemgard, Uptime Service logo, Cotton Express, Conser-Till, AFS logo, Agri-Logic, Flex-Air, Patriot and Microloc Protection System logo are registered trademarks of CNH America LLC.

Magnum, AFS AccuGuide, AccuSteer, Hy-Tran Ultra, Skip-Shift, SynchroShift, Maxxi-Width, Diamond Finish logo, Auto-Trip II, No. 1, Instant Yield Maps, Titan, Cross Flow, Surround, Solid Row Crop, Surveyor, Availability MAXX, Thirty Plus, CNH Capital Ag Resource, CNH Capital Ag Resource Express, Module Express, Optima, Diesel Saver, Gold Value, ProID, True-Tandem and Case IH Scout are additional trademarks of CNH America LLC.

Any trademarks referred to herein, in association with goods and/or services of companies other than CNH America LLC, are the property of those respective companies.



# SUSTAINABLE AGRIC

## SUSTAINABILITY DEFINED

In its report, *Agriculture in Harmony with Nature*, Agriculture and Agri-Food Canada offers this definition for sustainable agriculture:

Sustainable development in agriculture and the agri-food industries is a way of producing, processing, and distributing food products that can be carried on for generations, supporting the high quality of life we enjoy in Canada and contributing to a robust economy.

When carried out in a sustainable manner, agriculture and agri-food production can be expected to:

- + Protect the natural resource base and prevent the degradation of soil, water, and air quality.
- + Contribute to the economic and social well-being of Canadians.
- + Ensure a safe and high-quality supply of agricultural products.
- + Safeguard the livelihood and well-being of agricultural workers and their families.

## DEFINITIONS ABOUND, BUT AT ITS CORE, SUSTAINABILITY IS ABOUT FARMING AND RANCHING MORE EFFICIENTLY

**W**hat could be more sustainable than agriculture? As a farmer or a rancher, every year you work with nature to deliver food and fiber. And you do so in a way to make sure you can do it again. "Sustaining" the land and its resources comes naturally to you; it's the key to your livelihood.

But in the last few years, the phrase "sustainable agriculture" has taken on new meanings.

An Internet search of sustainable agriculture brings a tremendous range of resources and discussions. Interestingly, "sustainable" practices are championed by everyone from major agrichemical companies, describing how their products play a key role in sustainable agriculture, to independent

groups eschewing the use of any type of non-natural crop input.

Emotions run deep on food issues. The words "wholesome" and "nutritious" are often aligned with small-scale "sustainable" production. Alternately, many food-interest groups cite commercial-scale agriculture for a host of sins including producing resource-intensive, unhealthy food.

These discussions aren't likely to end. As commercial agriculture continues to consolidate, look for continuing public discussions about "sustainable" agricultural production.

So what does that mean for you, as a commercial-scale producer? Should you forego the practices and inputs that have helped North American farmers and ranchers produce more food, with higher levels

of food safety, while reducing soil loss from erosion, year after year?

This doesn't have to be a black-or-white issue. Agriculture and Agri-Food Canada has a definition for sustainable agriculture (see sidebar). It recognizes the value of economically viable production of food and presents an increased awareness of the efficient use of resources and quality of life.

Generally, any farming practice that reduces inputs while sustaining output, or that generates more output while holding inputs constant, can fall under the sustainability umbrella.

Sustainable practices typically bring economic benefits. Chances are you're making these types of moves as part of the natural progression of your business. Any





# CULTURE

accompanying environmental or social benefits make the practices even more desirable.

Earlier this year, Case IH assembled a panel of experts with different insights into the sustainability issue who spoke at a session immediately prior to the opening of the AG CONNECT Expo in Orlando, Florida. The speakers acknowledged that consumers have an increasingly keen interest in food, and in this electronic age, they have the ability to communicate rapidly.

Annie Weber is Senior Vice President and General Manager, GfK Roper Public Affairs, a company that continually monitors consumer attitudes and opinions. She described several macro factors facing agriculture. These include the revolution in communication and "an environmental movement that's gone mainstream, and isn't going away," she says.

"There's another huge consumer trend, which is Americans' focus on health and wellness through diet and lifestyle choices," she adds. "There's also skepticism about the motivation of big business and large institutions."

In her opinion, agriculture fares well against this scenario, because "agriculture is part of our heritage. As farmers, your image is favorable and positive."

To maintain this valuable positive image, she encourages connecting with consumers on shared values such as thrift, hard work and taking care of resources. "And, you have to be transparent. Nothing makes consumers more suspicious than a lack of transparency."

Another panelist, Jim Nussle, who is a former Iowa congressman and current President and CEO of a public policy consulting firm, The Nussle Group, reminded the audience that agriculture is increasingly targeted by public policy, and public policy is not necessarily driven by fact. "It's based, sometimes, on emotions, fads and trends," he says. "We don't know what perspective it's going to carry, but public policy is coming after you, and it may come from places you probably aren't familiar with," he says. He cites potential involvement of the Environmental Protection Agency and the Department of Energy as examples.

Farmers, he says, "are impacted every day by what's going on in the minds of the consumer and right now, they are agitating about this word, sustainability."

One organization evaluating sustainability from the perspective of production agriculture is called Field to Market: The Keystone Alliance for Sustainable Agriculture. It's comprised of producers,

## DEVELOP YOUR OWN SUSTAINABILITY MISSION STATEMENT

Developing and posting a sustainability statement for your farm can help define future steps and signal to suppliers and customers that you are mindful of sustainable issues. A good statement would reflect your expectations about the manner in which you produce crops and livestock with sustainability issues in mind. Here's an example:

**// (Farm name) is committed to pursuing and adopting new practices that will help make the most efficient use of crop inputs, conserve soil and water, and produce safe, wholesome agricultural products while maximizing net economic returns. //**

agribusiness, food and retail companies, and conservation organizations whose collective vision is to "Champion solutions for tomorrow's safe, accessible, and nutritious food, fiber and fuel in thriving ecosystems."

Field to Market efforts include identifying "resource indicators" for crop production. These include land use, soil loss, water use, energy use and climate impact (greenhouse gas emissions) in corn, cotton, soybean and wheat production. Using these indicators, the group has developed an on-line tool called Field Print which growers can use to calculate how production practices and input choices impact resource efficiency.

Field to Market's national-scale analysis of these indicators from 1987 to 2007 has shown overall improvements. For example, all four crops showed that soil loss efficiency trends have improved by 30 to nearly 70 percent as conservation tillage-based practices became more widely used. With tools such as the Field Print calculator, the group hopes to help farmers identify and create best practices that can drive economically and environmentally friendly food and fiber production.

While there are "sustainability"

gains to be made in production agriculture, there are also ample opportunities and resources for growers who want to step into organic production, community supported agriculture, or similar types of arrangements that respond to consumers' interest in having a closer connection to their food and food providers.

Regardless of what approach you take toward sustainable agriculture, Case IH's Jim Walker, Vice President, North America, says providing equipment that supports your efforts is part of Case IH's overall product initiatives.

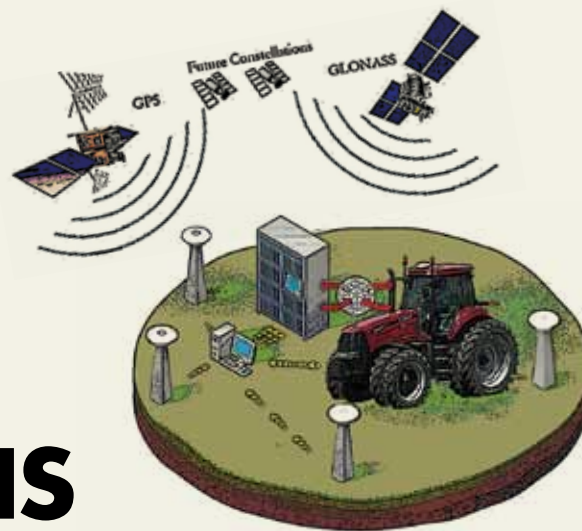
For example, he says innovative new tillage tools give you effective ways to handle a broad range of soil management challenges. Precision farming systems are continually being refined to provide higher levels of control in the delivery and placement of crop inputs. And, Case IH is involved in a number of research projects aimed at different aspects of sustainability such as biomass harvesting.

"At Case IH, we recognize that ag sustainability is a balance between agronomics, economics, and the environment," he says. "We're committed to helping farmers create more value from sustainable farming systems." ■



## NEW CELLULAR/INTERNET-TRANSMITTED RTK SIGNALS PROVIDE NEW OPTIONS FOR SUB-INCH AUTOGUIDANCE

# NEW RTK SIGNAL OPTIONS



Canadian growers considering adding RTK autoguidance for sub-inch accuracy may have the choice of RTK signals delivered using cellular technology and an Internet connection or traditional radio-based RTK signals, depending on your locale.

These new cellular-based networks utilize a series of RTK base stations, commonly referred to as a CORS (Continuously Operating Reference Stations) network – configured as either a Single Base Solution or a Networked RTK Solution. Depending on the configuration, accuracy is either a) a function of the distance the vehicle is from the base station being utilized (Single Base Solution), or b) sub-inch accurate anywhere in the network coverage area (Networked RTK Solution). Both types of networks use cellular communication technology to deliver the correction signal, rather than the 450 or 900 megahertz radio signals currently used by most RTK networks.

It's kind of like checking your e-mail using your Blackberry device, but instead you're connecting your GPS receiver to a server to obtain your RTK correction signal. Both use a cellular data connection and the Internet.

These cellular-based services hold several advantages over the traditional radio-based RTK systems. Most significantly, the cellular signals don't need the "line of sight" clarity required by radio-based RTK signals. They're not as affected by natural obstructions such as trees and rolling terrain as are the radio-based signals.

As with radio-based RTK systems, these cellular-based services are offered by a signal provider for an annual subscription fee.

They require a cellular modem to receive the signals for your autoguidance or site-specific farming equipment, just as you need the radio receiver using a traditional 450/900 MHz network. These modems retail from approximately \$1,500 to \$3,000, depending on what's needed to receive signals in your locale. And in order to activate the modem, you need a dedicated cellular data plan for it.

RTK signals delivered by a cellular data plan need a robust and reliable cellular signal. And although most areas of Canada, especially in the East, have good cellular service, there continues to be significant agricultural areas with limited cellular service. For these areas, a traditional RTK base station or local area network provider is your best and most reliable option for sub-inch accuracy.

Cellular-based RTK signals configured as a Single Base Solution provide similar accuracy performance when compared to the traditional radio-based signals, but with the advantage of less disruption from trees and other obstructions. Like traditional RTK, the guidance accuracy from cellular-based signals using a Single Base Solution degrades as the vehicle moves further away from the signal source. Unobstructed, RTK sub-inch repeatable accuracy is generally good up to 13 to 16 kilometers

from the signal source regardless of whether the signal is delivered via cellular or radio.

Cellular-based RTK signals configured as a Networked RTK Solution utilize software technology within a central server (computer) to generate an RTK correction signal that maintains sub-inch accuracy anywhere within the geographic coverage area of the network, regardless of distance from the nearest base station. This solution, also referred to as a Virtual Reference Station (VRS), takes cellular-based RTK signals to the next level, ensuring fixed repeatable RTK accuracy anywhere within a geographic area (not dependent on distance from the nearest RTK base station). VRS signal is currently available in many areas of Eastern Canada, and availability continues to expand in Western Canada.

Sub-inch accuracy for autoguidance can bring new efficiencies to your operation and open the door to new practices such as strip-till, which allows the producer to maximize gains associ-

ated with precise plant placement relative to fertilizer placement. It can ease the operator workload for row crops such as potatoes that require multiple passes down tight rows throughout the growing season. Even broadacre crop producers can benefit by being able to run sprayers in the exact same tracks as a previous application, minimizing "crop tramp."

A traditional RTK base station network remains the premier RTK solution, particularly when vertical accuracy is required. If you're currently successfully using a radio-based RTK system, either with your own base station or as part of a network, this will continue to be a solid solution for the foreseeable future.

However, if you're getting into Precision Farming as a new user in an area not covered by a traditional RTK network, want to use RTK, and farm in an area having good cellular coverage, it's worth determining if your area is covered by a recommended cellular-based network and what the subscriptions costs may be. ■

**COMPARISON OF TRADITIONAL RTK VS. SINGLE BASE AND NETWORKED CELLULAR SYSTEMS**

	Traditional RTK Solution	Single Base Solution	Networked RTK Solution
Signal Transmission	450/900 MHz Radio	Internet Access to Central Server	Internet Access to Central Server
Accuracy	Function of Distance from Base Station	Function of Distance from Base Station	Within specified accuracy anywhere under network coverage
Typical Ownership	Private	Private	Private
Annual Subscription	Yes (unless user owns the base station)	Yes	Yes
Vehicle Equipment to receive RTK Signal	450/900 MHz radio	Cellular Modem	Cellular Modem
Cellular Data Plan Req'd	No	Yes	Yes
Base Stations Networked Together	No	No	Yes

# CLICK IT TO GET IT

## CASE IH EXPANDS 24/7 PARTS ORDERING CAPABILITIES

Do you find yourself doing your desk work in the evening? You're not alone. Case IH reports "high traffic" times to their online parts ordering system are between 5:00 and 10:00 pm.

"That's exactly what we hoped to hear," says Dean Devore, Channel Marketing Manager, CNH Parts & Service. "We've initiated on-line ordering capabilities so that Case IH equipment owners can make the most efficient use of their time. They can order parts whenever it fits their schedule."

Continual upgrades to the "Parts & Service" category of the Case IH Web site, [www.caseih.com](http://www.caseih.com), have provided for easier and more detailed parts ordering. On it, you can identify parts, see any related components, select and pay for parts, and arrange for pickup or shipment to your farm.

Here's a look at what's available to you now, 24 hours a day, 7 days a week.

Start by going to [www.caseih.com](http://www.caseih.com). This is the main page for all Case IH information. Selections at the top of the opening page include "Parts & Service." Point your cursor here to see the pulldown menu for your next selection, "Online Parts Store."

As the Online Parts Store page opens, you'll be asked to choose your nearest participating Online Parts Store dealer. Select the Case IH dealer you want to use for your parts purchases.

After you've selected the dealer, you're entering that dealer's site which is supported with information from the CNH Parts Group.

You have several options for locating your parts. If you know your part number, simply enter it into the

red box to start the process. This is the quickest way to obtain ordering information about a specific part.

If you're unsure about the part number or need assistance in identifying a specific maintenance item, select the "Parts Catalog" heading in the list running across the page below the dealer identification.

Work your way through the prompts to identify your equipment. Then, you can reach exploded views of your component.

For example, you believe your tractor or combine has a cooling system leak. By using the Parts Catalog head-

ing, you can see exploded views of the area you believe to be leaking. You can see all the parts in that area and how they fit together.

You can also see if any related pieces are needed in order to do a complete repair that might avoid further downtime.

As you scroll over each item, its part number and price appears. Click on it to add it to your order. And, you can print the page you're viewing to use as reference when you're making the repair.

After you've filled your "shopping cart" you can check out using the same payment options on line that you have in person at the Case IH dealer you're ordering from, including the CNH Commercial Revolving Account.

You'll also find options for delivery, including having the parts shipped to your farm, with shipping charges quoted. Or, your parts order can be ready for pickup the next time you're by the dealership. This also makes it easier for another

### CHOOSE GOLD VALUE PARTS FOR MANY FARM EQUIPMENT MODELS

Case IH dealer Online Parts Store sites include a heading for Gold Value parts. Here, you'll find good quality value-priced parts for all brands of tractors, combines and implements working on North American farms. High-quality Gold Value parts are manufactured to fit your machine and deliver dependable performance, regardless of your equipment brand.

family member or employee to pick up, as the transaction is complete; there's no chance of them asking for the wrong item or dealing with payment.

In addition to the parts ordering function, Case IH dealers can also display seasonal parts, service offers, plus details on

new tools and shop products on the site.

"This is all about convenience," explains Devore. "There are more than a million parts items available for online ordering, and we're continually adding more parts, more images, and more categories." ■





**SITE-SPECIFIC YIELD MAPPING PROVIDES A BASIS  
FOR THIS NEW YORK GROWER'S DECISION MAKING**

# CONSTANT IMPROVEMENT



**This Magnum 305 tractor is a recent addition for Maybury. With front duals and weights, it's set up to handle a 12-row strip-till planter. Mindful of compaction, Maybury matches tractor weight and tire inflation pressures to the job.**

Back in 1995, Bruce Maybury watched as the new site-specific yield monitor on his 2166 Axial-Flow combine showed widely varying yields as his combine harvested that year's corn crop.

The maps he generated from the yield monitor confirmed how much variability there was in his fields. They appealed to Maybury's analytical nature, and gave him a basis for future decision making.

"The site-specific yield mapping has definitely been worthwhile," he says. "It's been a key to making decisions on what works and what doesn't."

Maybury heads up a cash grain operation near Waterloo, New York, that comprises about 5,500 acres of corn, soybeans, wheat and hay, plus a milling business that serves dairies and livestock producers throughout New York and northern Pennsylvania.

Like lots of adopters of site-specific yield monitoring, Maybury identified soil compaction, drainage, and lime among the variables he could manage to increase yields. "It's all about the basics," he says.

Improving drainage and balancing soil pH levels have involved straight-forward solutions. Tile installation has been an ongoing process, and his fields are grid-sampled for pH levels and fertility every two years.

Managing compaction, on the other hand, has involved multiple steps. The most basic way to

manage compaction, Maybury says, is to avoid causing it.

"We try to be disciplined enough to not be out on the fields when we shouldn't be," he says. "Then, we do as much work as we can when conditions are right."

This is easier said than done, he adds. Having equipment parked while neighboring farmers may be running takes a lot of restraint. "Sometimes we can't wait,



**Maybury's farm near Waterloo, New York includes the milling business that serves dairies and livestock operations throughout New York and northern Pennsylvania.**

but we do analyze the situation."

Recognizing the impact that equipment can have on compaction, Maybury says he's paid much closer attention to how he selects and uses tractors.

A recent example was his evaluation of a high-horsepower four-wheel drive tractor versus a larger track-type tractor. Maybury and his Case IH dealer ran detailed comparisons of the two tractors using the Case IH interactive Weighting and Ballasting program and other Case IH engineering data.

Based on the anticipated draft loads for Maybury's applications,

they determined that ground pressures would be only 2 psi higher for a Magnum 305 tractor compared to the track-type tractor, using duals and the recommended weight and tire pressures. Based on that analysis, Maybury selected the Magnum 305 tractor.

Reduced tractor weight factored into his latest tractor purchase, a Puma 195 CVT. With a base weight of 16,200 pounds, it works with a lighter footprint when maximum traction isn't required, and it can be weighted to effectively use all its 165 PTO hp when needed.





**Bruce Maybury heads up an operation that includes 5,500 acres of cash crop and a milling business. Analytical by nature, he was an early adopter of site-specific yield monitors, and has used the data for land improvements and to make better variety selections. He's recently added autoguidance to his tractors and sprayer based on anticipated savings in seed, fertilizer and herbicides.**



Mindful of the effects of compaction, Maybury says his operators adjust tractor weight and tire inflation pressures when changing from one task to another so the tractors are always at their lightest weight for the job.

Since 2003, Maybury has used strip tillage for its efficient one-pass seedbed preparation and reduced soil erosion on his rolling fields. This year, strip-till operations will be more efficient with the addition of autoguidance steering systems.

He sees autoguidance bringing efficiencies beyond the accurate, repeatable steering. For example, he's added row unit clutches which use the same autoguidance signals to shut off

individual row units as his planters come up to point rows.

"I'm expecting to save on seed and fertilizer. I have lots of irregularly shaped fields. With this corn seed at \$3 a thousand, I don't want to waste any."

The row shut-offs are another step toward greater control over costly inputs. Maybury has used the AccuBoom function on his Case IH Patriot 3185 sprayer which automatically shuts off sprayer boom sections when it approaches previously sprayed areas. "It's worked well," he says.

The new autoguidance systems will give him the same type of "as applied" maps for planting that he's had from his sprayer. This additional detail will help him in his ongoing analyses of varieties and practices.

"When we evaluate new practices, I want to see multiple replications before I decide what works and what doesn't," he says. Autoguidance and as-applied mapping will make these replications and analyses easier and more accurate.

Simply finding fields is another benefit Maybury anticipates from the autoguidance systems. His operations include about 150 fields, all of which are mapped. When the maps are imported into tractors' autoguidance monitors, his employees can confirm they are in the intended field, and can see the field's boundaries displayed on the map.

The Puma 195 CVT and Magnum 305 tractors join an equipment fleet that's primarily Case IH, which Maybury credits to the service and support of his Case IH dealer as well as the product performance. Additional red equipment includes a Maxxum 115 tractor he uses for hay work; a pair of Axial-Flow combines, a 2377 and a 2366; a 33-foot Case IH air hoe drill for seeding no-till beans and wheat; and older IH model tractors including his father's Farmall 806 that handle a lot of chore work. "With the good dealer support, we can still count on these older models. They're low-cost power for us."

Maybury was one of the first

Axial-Flow combine owners in New York, with a 1460. "Those combines have come a long way," he says. The Axial-Flow combines' threshing performance is especially helpful for the milling quality wheat Maybury grows. "We dry this wheat, so we want to harvest as soon as it will go through the combines. The Axial-Flow combines help us get an early start," he says.

Maybury says his ongoing focus on managing compaction and reducing tillage has improved overall soil tilth. Only rarely does he need to enlist a plow or disc. He's recently added one more field pass in the form of shredding corn stalks in the fall. "With these higher yields, I'm having issues with corn stalks. I've tried disking, but it appears that mowing them early is going to work better."

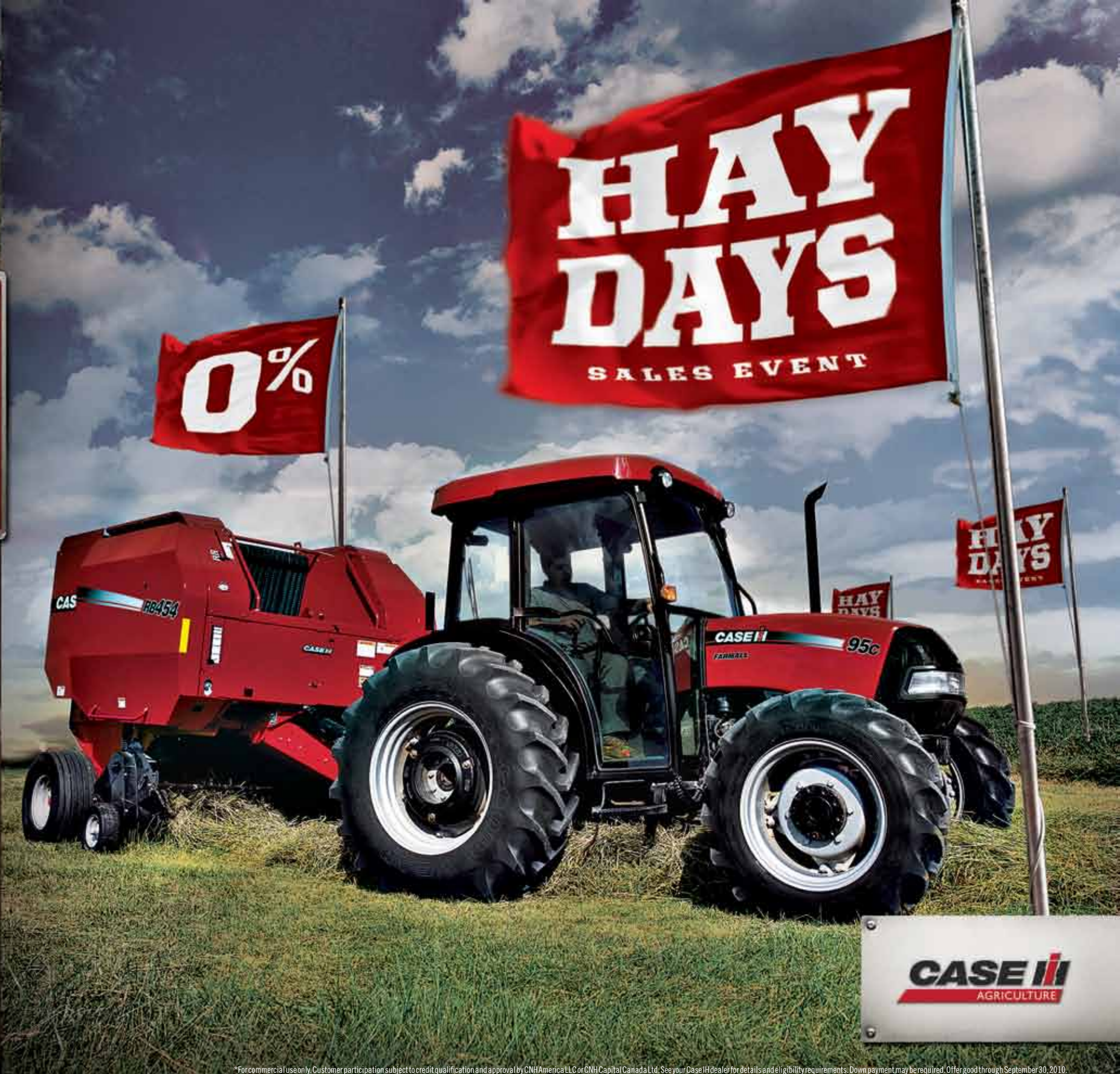
Overall, Maybury says he always looks for ways to increase yields and make operations more efficient. "Every year, we try to do something that will help us do a better job. This year, it's autoguidance." ■





**CUTTING. RAKING. BALING. SAVING.**  
**0% INTEREST FOR UP TO 60 MONTHS.**

For a limited time, we're offering 0% financing for 48 months\* on tough, rugged Case IH hay and forage equipment and 0% financing for 60 months\* on all Farmall® Series tractors. To learn more, roll into your Case IH dealer today or visit [caseihdeals.com](http://caseihdeals.com).



**CASE IH**  
AGRICULTURE

\*For commercial use only. Customer participation subject to credit qualification and approval by CNH 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 September 30, 2010. Not all customers or applicants may qualify for this rate or term. CNH America LLC or CNH Capital Canada Ltd. standard terms and conditions will apply. This transaction will be unconditionally interest free. Round Baler Canadian Example - 0% per annum for 48 months. Based on a retail contract date of July 15, 2010 with a suggested retail price on a new RB454 of C\$33,542.00, customer provides a down payment of C\$8,342.00 and finances the balance of C\$25,200.00 at 0% per annum for 48 months. There will be 47 equal monthly payments of C\$525.00 each, with the first due on August 15, 2010, and one final payment of C\$525.00 due on July 15, 2014. The total amount payable will be C\$33,542.00, which includes finance charges of C\$0.00. Farmall Tractor Canadian Example - The interest rate will be 0.00% per annum for 60 months. Based on retail contract date of July 15, 2010, with a suggested price on a new 2WD Farmall 45A tractor of C\$21,003.30, Customer provides down payment of C\$4,203.30 and finances the balance of C\$16,800.00 at a rate of 0.00% per annum for 60 months. There will be 60 equal monthly installment payments of C\$280.00 starting on August 15, 2010. The total amount payable will be C\$21,003.30 which includes finance charges of C\$0.00. Taxes, freight, set-up, delivery, additional options or attachments not included in suggested retail price. Offer subject to change or cancellation without notice.

©2010 CNH America LLC. All rights reserved. Case IH is a registered trademark of CNH America LLC. [www.caseih.com](http://www.caseih.com)



# ORGANIC GROWTH

**THIS ONTARIO FARMER MAXIMIZES HIS RESOURCES WITH A STRONG FOCUS ON THE BOTTOM LINE**

**Mike Van Houten has built his farming operation by making the most of the opportunities presented by farming on the outskirts of Hamilton, Ontario. Used equipment helped him get started; now he's updating to new equipment, including this Case IH Puma 180 tractor for greater reliability and more predictable costs.**

Getting started farming anywhere can be tough. Doing it in an area where the suburbs meet the country, and without a family farm to leverage from, might seem impossible. But with lots of initiative and a bit of luck, Mike Van Houten has built a multifaceted operation that takes advantage of his proximity to urban centers.

As a youngster, Mike Van Houten liked spending time on a friend's hog farm near his home on the outskirts of Hamilton, Ontario. His family didn't farm, but the neighbor's operation provided plenty of opportunity for him to help out.

"They practically had to kick

me off the tractor, I liked it so much," he says.

After high school, he earned a two-year agricultural business certificate from the University of Guelph, and graduated with the desire to start farming from scratch.

He approached a friend's father who had a vacant 40-acre field. "I asked if I could farm it, and he said 'Sure, keep the weeds down and I'll be happy.'"

With equipment rented from his hog-farm neighbors, he planted 25 acres of soybeans his first year, and 40 acres of corn the next. "I had a good yield, there was a good price for corn, and I

made some money."

Today, some 15 years later, Van Houten and his wife, Marita, farm about 1,200 acres of corn, soybeans, wheat and hay, and finish a small beef herd near Ancaster.

Van Houten's acreage expanded every year as he added leased land. The scope of his operation changed in the early 2000s when he met Marita, and they married in 2003. Her parents operate a certified organic chicken operation that requires certified organic feed. With nearly 40,000 birds, it's one of the largest organic poultry farms in Ontario that sells through its own on-farm store as well as to wholesale and retail food markets.

"There's a growing movement around here for 'buying local' and for consumers wanting to know where their food comes from," Van Houten explains. "That's really helped the organic market."



**This is one of two Case IH Farmall 105U tractors Van Houten purchased last fall. He says the 90 PTO hp tractors are a good size for many of his tasks including planting and cultivating on 20-inch rows, and snowplowing with rear-mounted 12-foot box scrapers.**

To help meet his in-laws' need for organic grain, Van Houten began converting some of his acreage to organic production. The land must go three years without the application of any herbicides, pesticides or synthetic fertilizers.

During this three-year transition period, Van Houten plants a timothy/alfalfa mix which improves soil structure and chokes out weeds. And rather than having non-productive land, or planting cash crops without the benefit of fertilizers and herbicides, he uses the hay for their beef cow herd, and markets the beef through Marita's parents' store as "naturally raised."

"This way, I'm getting value from a crop during this transition period," he says. He also asks for longer-term leases on the land he has earmarked for organic.

This focus on income underlies every move that Van Houten makes, and has helped him shape a business where he wrings as much value as he can from his investments.

"Starting from scratch like I did meant everything had to make money," he says. "There was no family farm to fall back on."

While farming was Van Houten's priority, he took on a variety of jobs to earn cash, from truck driving to laying drainage tile. One of his jobs was working for an uncle, plowing snow, which opened his eyes to the off-season income a tractor could generate.

He struck up a relationship with a large landscape contractor to be a subcontractor for snowplowing. That gave him an income stream to help justify the purchase of the second tractor he bought, a 7140 Magnum, his first Case IH model.

Being near Hamilton provided ample opportunity for snowplowing large shopping center parking lots and private residential complexes. Snowplowing has been a good fit for Van Houten, and has helped him expand his tractor fleet to 15 units. Most are used on the farm as well as snowplowing; some tractors are used exclusively for snow plowing and may reside



**This Case IH True-Tandem 330 Turbo vertical tillage tool is a good fit for Van Houten's organic crops. He uses it twice before spring planting, to remove the first flush of weeds, and then to get residual growth and warm the soil prior to planting.**

on a snow removal customer's site throughout the winter months. He says he justifies the purchase of each tractor by having contracted snow plowing work for it.

Van Houten's objective of having his equipment pay its way led him to buy used tractors to meet his tight budget targets. That fiscal conservatism helped him build the fleet of equipment he needed to secure a significant snow removal business. Today, about half his snowplowing business is with the landscape contractor, with the balance being his own accounts.

The downside of older equipment is reduced reliability. When several of his primary snowplow tractors started posting higher repair costs, Van Houten discussed options for upgrading with his Case IH dealer. As a result, he took advantage of a CNH Capital zero percent financing promotion on used equipment to buy a low-hour used MX120 tractor.

After seeing how well that deal worked, he figured he could justify the purchase of two new Farmall 105U tractors and a new Puma 180. Again, a Case IH zero-percent financing offer fit into the equation.



**Van Houten's Case IH dealer maintains an on-farm supply of maintenance parts for him.**

Van Houten says that at this stage of his business, cash flow is key. He says his Case IH dealer showed him and Marita how a combination of zero percent financing, extended terms and a balloon payment on the new tractor purchases could lower their current cash outlay. "The new tractors will take less maintenance, and repairs will be covered by warranty. Overall, we stand to be saving quite a bit of money," he says.

Van Houten adds that's the type of advice he's come to count on from his Case IH dealer. "They understand what I'm trying to do, and offer solutions. They're not just trying to sell me a tractor."

Because he anticipates more row-crop cultivating as his or-

ganic corn acreage increases, Van Houten ordered the 90 PTO hp Farmall 105U tractors with narrow tires, 280/85R28s on the front and 340/85R38s on the rear. He's switching to 20-inch rows in part to gain faster weed-reducing crop canopies.

He puts front weights on them for snow removal and says the small-frame tractors do a "fantastic" job in that application.

Another tool Van Houten has added for the organic cropping is a Case IH True-Tandem 330 Turbo vertical tillage tool. "I'll do two passes with this in the spring, then plant. On conventional crops, the Turbo levels and warms the soil and incorporates fertilizer. On the organic crops, it also takes out that first flush of weeds. And it covers the acres, fast," he says.

After 15 years of working hard and frugally with a consistent bottom-line focus, Van Houten is seeing the results of his efforts. Never shy about tackling major mechanical work and fabricating special equipment he needs, he only recently added insulation and heat to his shop. "I did a lot of work outdoors, in coveralls. Working in a heated shop is a lot better," he says.

The connection with Marita's parents' organic chicken business promises to grow, too, thanks to increasing consumer demand in nearby Toronto. "They can take all the organic crop I can grow," he says.

Their farm's litter provides organic fertilizer for Van Houten's crops, which helps reduce his costs and keeps the organic chain intact. "That's a big advantage for me," he adds.

He doesn't deny that the organic crops demand more work and attention, but the economic returns are worth it. Plus, he likes the challenge of nurturing the organic crops which now comprise 300 acres.

"I'd like to see the certified organic part of my business get a lot bigger. People are becoming more health conscious, and I see this as a growing market." ■



# FIRM FINANCIAL FOOTING

## TWELVE MANAGEMENT PRACTICES TO KEEP YOUR FARMING OR RANCHING BUSINESS MOVING FORWARD

The past few years have given farmers and ranchers a ride that even Disneyland would be hard to duplicate. After navigating your way through that period, you may be thinking more about your overall management skills and wondering what it takes to meet the challenges you'll face in the future.

Danny Klinefelter brings a lot of insight into what it takes to be a successful farm manager in challenging times. As a professor and Extension economist at Texas A&M University, Klinefelter has for 20 years hosted an annual event called The Executive Program for Agricultural Producers (TEPAP) that brings together progressive farm operators from across the United States and Canada for a weeklong session of learning and sharing. He also works with farmers at many other events and conferences.

From his research and his interactions with producers, Klinefelter identified these "Twelve Best Management Practices" that top operators can apply to keep their operations on firm financial footing.

**1.** Coordinated revenue and cost management. Rather than treating input costs and output pricing as two separate, unrelated events, focus on overall margin management.

**2.** "What if" scenarios and contingency planning. Think

about major events – good and bad – that could affect your business and develop action plans to meet them.

**3.** Monitoring and analysis. Your annual budget is a map, it's not locked in concrete. Review it monthly, and take action when things start to change.

**4.** Accrual adjusted profitability analysis. Include inventories, receivables, accounts payable including prepaids, and other accrual items on your balance sheet to gain a true picture of profitability. It's a fairly simple process and accrual adjusted accounting is recommended by the Farm Financial Standards council.

**5.** Autopsies. Review the results of major decisions. What went right, or wrong? Get everybody on your team involved. The best managers learn from successes and mistakes alike.

**6.** Benchmarking. Competitive markets try to drive average producer returns to breakeven. To be successful, long term, you have to stay in the top half of the pack. Compare yourself to the top 20 percent; just being better than average is not good enough. Use farm business or farm management associations to see how you are doing relative to other farmers.

**7.** The 80:20 rule. The notion is 20 percent of what you do gets 80 percent of your results. Determine your priorities; then put as much time as you can into those things that have the highest payoff.

**8.** The 5 percent rule. An analysis of producers after the

farm crisis of the 1980s showed the top 25 percent were only about 5 percent above average, but had dramatically better financial performance. Being a little better, consistently, adds up greatly over time.

**9.** Analyze what to stop doing. If you're getting 10 percent return overall, some part of your farm is likely returning 40 percent and another enterprise is losing 10 percent. Likely there are things you need to change or stop doing.

**10.** The E Myth principle. Business author Michael Gerber identified four constituents every business has: Employees, input suppliers, customers and lenders. Recognize what they want in order to be "the employer of choice, the customer of choice," etc. This differentiation will be a competitive advantage.

**11.** Peer advisory groups. Develop a group of five to 10 successful producers with operations similar to yours. Have structure in place to assure candor and confidentiality. Meet regularly to share challenges and seek new perspectives. When these groups are good, they raise everyone's level of performance.

**12.** Strategic alliances, pooling resources and alternative business models. You can gain economies of scale through interdependency with other producers. For example, together, several farmers can hire a veterinarian or an agronomist. Farmers can work together but still retain independence. ■

*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 more than 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.*



**READY...**

FOR WHATEVER YOUR EQUIPMENT THROWS AT YOU.

**STOCK<sup>ED</sup>**

AT YOUR LOCATION BY YOUR FAVORITE DEALER.

**LOCKER!**

MANAGING YOUR EQUIPMENT JUST GOT EASIER.

You pride yourself in always being prepared, thinking ahead and working hard. With READY STOCK™ Parts Supply Locker, you'll have the parts you need on hand all the time. We can provide you with customized equipment forecasting, ongoing inventory updates and continuous support to save you time, money and hassle.



Always on site. Always on call. **ALWAYS READY.**





# 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 42-FOOT TRUE-TANDEM 330 TURBO

The Case IH True-Tandem 330 vertical tillage tool has rapidly gained favor as a one-pass residue management implement for reduced-till and min-till operations.

Its exclusive patented shallow-concavity turbo vane blades lift, size and mix soil and crop residues. It removes weeds and breaks soil crusts while leaving a level soil surface. The sliced, sized residues are less likely to cause hairpinning during planting or seeding.

Its easy-to-set single point depth control, hydraulic leveling and walking tandems all contribute to consistent and accurate depth control for working depths from 1 to 2 ½ inches (2.5 to 6.4 centimeters). This, together with the 330 Turbo's action of moving soil and residue laterally as well as up



Twenty-inch diameter shallow concavity turbo vane blades on 7 ½-inch spacings run at just 1 ½ to 2 inches deep to lift, size and mix soil and residues.

and down, makes it effective for incorporating lime and fertilizer.

New optional scrapers help the True-Tandem 330 Turbo perform even in sticky conditions, helping you be more timely with field operations.

The trailing Advanced Conditioning System is a rolling basket design with flat bars to size clods and firm the soil surface. Its down pressure can be

adjusted independently.

Designed to work most effectively at 7 to 9 mph (11 to 14 kph), the True-Tandem 330 Turbo requires 6 to 10 PTO hp (4 to 7 kW) per foot. Its 20-inch (20.8 centimeters) diameter blades are set on 7 ½-inch (19.1 centimeter) spacings.

A new 42-foot (12.8-meter) model is now offered in addition to the 22-, 25-, 31- and 34-foot (6.7-, 7.6-, 9.4- and 10.4-meter) models.



The Case IH AFS AccuGuide All-Makes autoguidance system lets you use the full-featured Case IH AFS Pro 600 monitor for autoguidance on legacy Case IH Magnum and Steiger tractor models and to control Case IH 1200 Series planter and air drills.

## AFS ACCUGUIDE ALL-MAKES SYSTEMS

Case IH dealers now offer a new AFS AccuGuide All-Makes autoguidance system. With this new system, you can use existing Case IH AFS components to add autoguidance to older Case IH Magnum and Steiger tractors and SPX Series sprayers as well as to John Deere 8000 Series tractors.

The existing AFS AccuGuide All-Makes components used include the Case IH AFS Pro 600 monitor and the Case IH 252/262 GPS receiver and CNH Navigation Controller II which will now interact with Trimble-sourced

machine platform kits available for these tractors and sprayers.

With these components, you can use the full-featured AFS Pro 600 monitor for autoguidance control on these older models, and to control Case IH 1200 Series planters and ISO compliant Case IH air drills at the same time. This allows you to get more use from your investment in an AFS Pro 600 monitor by being able to transfer it from newer equipment to these legacy Case IH and competitive models.



## CASE IH PATRIOT SPRAYERS DELIVER HIGH CAPACITY, HIGH COMFORT

Case IH Patriot sprayers are building a reputation as the sprayers to choose for maximum productivity and operator comfort.

The Patriot line includes three models: the new 3230 with an 800-gallon (3,028-liter) tank and 220 engine hp (164 kW); the 3330 with 250 hp (186 kW) and a 1,000-gallon (3,785-liter) tank; and the 4420 at 290 engine hp (216 kW) with a 1,200-gallon (4,542-liter) tank.

All share Case IH Surveyor cabs with easy front access and ample glass for full vision. Rear-mounted engines keep noise and heat away for a more comfortable environment. An air suspension seat is standard.

Patriot sprayers are available with a full complement of features designed to help you work more productively and efficiently.

AutoBoom automatic boom height control uses ultrasonic sensors to continually monitor and maintain the desired boom height.

AccuBoom automatic boom section control automatically turns off boom sections when the sprayer enters areas that have already been applied, and turns them on again when leaving the applied area.

Autofold Plus, included with the 120-foot (36.5-meter) boom, provides one-touch unfolding and folding of the spray boom.

Optional AIM Command spray technology is the advanced Case IH spray system that maintains constant application rate and spray pressure independent of speed.

Mid-mounted solution tanks provide near 50/50 fore-aft weight balance. This puts equal weighting on all four wheels for reduced compaction and maximum traction



in soft conditions. Four-wheel independent trailing-link suspension with coil spring and shock is standard for a smooth controlled ride. The optional active suspension provides added comfort over rougher terrain and better traction in hilly conditions.

The AFS Pro 600 display can now be used for autoguidance and rate control on all three Patriot models. The AFS Pro 600 display can be moved to Case IH tractors and combines and sprayers to manage autoguidance and to control and monitor planting, seeding, spraying and harvesting operations, including variable-rate and site-specific operations. The AFS Pro 600 is ISO11783 compliant and will serve as a virtual terminal for any ISO11783 compliant implement.

Other sprayer control choices include the Case IH SCS 5000 and Case IH Viper Pro.

The Surveyor cab on Case IH Patriot sprayers provides an efficient and comfortable workplace. Use the Case IH AFS Pro 600 monitor to manage autoguidance and rate control on all three Patriot models.



The 220-hp Patriot 3230 with an 800-gallon is the newest model in Patriot line.



**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).



## ILLINOIS COUPLE ATTENDS AG CONNECT, WINS USE OF NEW MAGNUM 225 CVT TRACTOR

Attendees at the Case IH exhibit at the 2010 AG CONNECT Expo in Orlando, Florida, had the opportunity to register to win a free one-year lease (up to 300 hours) of a new Case IH Magnum 225 CVT tractor.

Dawn Enzinger, of Freeport, Illinois, entered the drawing, as did her husband, Lauren. And, Dawn's name was drawn as the winner in the promotion co-sponsored by Case IH and CNH Capital.

"We were so surprised," says Dawn. "You never hear about people winning these things."

The Enzingers combined a visit to the AG CONNECT Expo as part of a winter vacation that included a visit with relatives and a cruise.

"Lauren learned about AG CONNECT online and

thought we should stop there before the cruise," Dawn says.

The Enzingers farm about 700 acres of corn, soybeans and hay crops. Nearly half is organic, with the hay crops going to Amish organic dairies, and corn and soybeans sold to a broker who sells to organic users.

"The organic crops have been good for us," she says. "There's a price premium for them, and the input costs are lower, but there's also more labor involved."

The Enzingers have some experience with CVT transmissions similar to the one featured on the Magnum 225 CVT tractor they will be using; they've used a CVT-equipped tractor for several years.

"CVT transmissions are easy to shift, and they're efficient, especially for tillage," Lauren says. "I'm happy that this tractor's

equipped with the CVT."

New to the Enzingers is the Magnum tractor's optional Case IH AFS AccuGuide autoguidance system. "I'm anxious to use that," Lauren says. "I have a lightbar, but I've never used autoguidance."

**Case IH tractor marketing manager Dave Bogan presents the keys to a new Case IH Magnum 225 CVT tractor to Dawn Enzinger. Her name was drawn as the winner in a co-promotion with Case IH and CNH Capital for the free one-year lease of the tractor.**



## "MONEY WELL SPENT" PROMOTION EARNS A SCOUT FOR A NEBRASKA FARMER

Taking advantage of Case IH dealers' off-season maintenance inspection programs always pays off with the added confidence of having equipment that's professionally serviced and field ready. Pat Mullally gained that – plus a new Case IH Scout utility vehicle.

Mullally, of Utica, Nebraska, was automatically entered in the CNH Original Parts promotion, "Money Well Spent," when he scheduled his Case IH Axial-Flow 7010 combine for an off-season maintenance inspection at his local Case IH dealership, Nebraska Equipment, in Seward. The national promotion encouraged farmers to schedule a qualifying machine inspection before December 31, 2009, with the Case IH Scout as the prize.

Mullally was the sole winner of the Case IH Scout, with entries representing the more than 1,000 Case IH dealers across North America.

"I was very surprised," says Mullally, who farms 2,300 acres of corn and soybeans. "The Scout will really be handy with irrigation and just getting around. We can just throw some tools in back and go."

Mullally also owns Case IH Magnum 335 and 305 tractors, and puts them through his dealer's maintenance inspection program, too. "Whether they need it or not, we don't want to end up having a breakdown in the field," he says.

The new Case IH Scout utility vehicles are offered in two-wheel or four-wheel drive models, in two- or four-passenger versions, and with gasoline or diesel engines.

A new Case IH Scout UTV like this one was awarded to Nebraska farmer Pat Mullally, who won it in the recent CNH Original Parts "Money Well Spent" promotion.



## ONLINE EXCLUSIVE FIRST OWNER REPORT

# 'A WELL-BALANCED, WELL-HANDLING TRACTOR'

**THIS WISCONSIN COUPLE CHOOSES A NEW MAGNUM 180 TRACTOR FOR IMPROVED HYDRAULIC PERFORMANCE AND OVERALL COMFORT AND EFFICIENCY**

A new planter prompted Dennis and Anne Volbrecht to think about replacing the Case IH 7120 Magnum tractor they owned since it was new. In 2008, they bought a six-row 30-inch Case IH 1200 Series planter to replace their Cyclo Air planter.

The greater hydraulic load posed by the new planter's vacuum system required the older tractor to run at full rpm to drive the vacuum system and to raise and lower it.

So when the couple saw the new Magnum 180 tractor at an open house at their Case IH dealer, they were interested.

The Volbrechts farm about 550 acres of corn, soybeans and hay near Eau Claire, Wisconsin. They feed about 80 beef cows and farrow about 35 sows.

They also have "Anne's Animals"... a collection of exotics ranging from buffalo and llamas to fainting goats, pygmy goats, Jacobs sheep, miniature and standard donkeys and goats, guinea fowl, ostriches, peacocks, ducks, cats, and a dog.

"We have preschoolers and kindergartners visit in the spring," Anne explains. Plus, the couple say they simply enjoy having the animals.

They also work off the farm. Dennis heads up manufacturing for a regional building supply company; Anne is a labor and delivery nurse.

It all makes for a busy schedule that has them

place a priority on productive, reliable equipment.

The Magnum 180 tractor the Volbrechts bought is one of four new models added to the Magnum tractor line in 2009. The Magnum 180, at 150 PTO hp, plus the Magnum 190, Magnum 210 and Magnum 225 at 165, 180 and 195 PTO hp, respectively, share features with the higher-horsepower Magnum tractor models including the Surveyor cab, the front cast iron Surround frame and 118-inch wheelbase, and a similar 18-speed full powershift transmission.

When their Wisconsin soils warmed this spring, they coupled their new tractor to the 1200 Series planter, and put it to work.

"I'm planting at 6 mph, at 1,200 to 1,300 rpm. I'm able to cut back on engine speed, gear up, and still have the power to pull the planter and keep the vacuum up," Dennis says.

In addition to planting, the Volbrechts will use the Magnum 180 for hauling manure and chopping corn for silage. They're using it without weights on the front, and say it works well with the planter on their hills. "It's a well-balanced, well-handling tractor," Dennis says.

You can read more about the Volbrechts' experiences with their Case IH Magnum 180 tractor along with more photos online at [www.caseih.com/farmforum](http://www.caseih.com/farmforum).



## CASE IH TO USE TWO-FOLD SOLUTION TO MEET TIER 4A EMISSIONS STANDARDS

Manufacturers of off-road farm and construction equipment sold in the United States and Canada are required to meet new more stringent level of exhaust emissions standards beginning in 2011.

Called Tier 4A, this new standard requires a minimum 90-percent reduction in particulate matter and up to a 50-percent reduction in nitrogen oxides

compared to current Tier 3 requirements. Case IH is meeting these requirements with Selective Catalytic Reduction (SCR) on medium- and heavy-duty engines (greater than 100 hp), and Cooled Exhaust Gas Recirculation (CEGR) for light-duty engines (less than 100 hp).

SCR involves injecting urea-based diesel exhaust fluid into the exhaust stream after it has left the engine and does not interfere with engine function. It's simple and cool-running solution compared to other emissions-reduction options.

The Fall issue of *Canadian Farming* will have detailed coverage of this important advancement in clean air technology.

**Case IH will meet new Tier 4A emissions requirements with Selective Catalytic Reduction on engines over 100 hp and Cooled Exhaust Gas Regeneration on engines under 100 hp.**

**Dennis and Anne Volbrecht chose this Case IH Magnum 180 tractor, at 150 PTO hp, for planting, hauling manure, and chopping corn silage on their Wisconsin farm. Their livestock includes Jacobs sheep and other exotics.**





Canadian Farming is sent to  
you compliments of your  
Case IH dealer



# PROTECT YOUR MOST VALUABLE ASSETS

WITH THE CASE IH PROTECTION PLAN AND PHYSICAL DAMAGE INSURANCE

**When the unexpected occurs, you need  
to know that your equipment is protected**

- Enjoy peace of mind
- Financing available
- Multiple deductible options
- Dependable service – Your Case IH dealer can help meet all of your equipment needs

For more information, see your Case IH dealer, visit [www.cnhcapital.com](http://www.cnhcapital.com), or call 1-877-828-7028.

This literature is descriptive only. The precise protection afforded is subject to the terms, conditions and exclusions of the contract as issued. Program participation is subject to customer credit qualification and/or other underwriting requirements. Programs may be changed or cancelled without notice. All insurance products offered through CNH Capital Canada Insurance Agency Inc. are underwritten by licensed insurance companies. Capitalized terms used in this literature, unless defined herein, have the meanings assigned to them in the contract as issued.

© 2010 CNH Capital America LLC. All rights reserved. Case IH and CNH Capital are registered trademarks of CNH America LLC.

Form #72543 06/2010

