





ON THE COVER:

The new Case IH 30 Series Axial-Flow combines join the Case IH Efficient Power line of equipment with technology advancements including powerful, fuel-efficient Tier 4A-compliant Case IH FPT engines. This latest evolution of the Axial-Flow family has six matched-capacity models featuring more power, faster unloading and the new AFS Pro 700 display.

ADVANCES IN PRODUCTIVITY
Powerful, simple and smart

BE READYSeven billion and growing

CASE IH OWNER PROFILE

PRECISION FARMING & GUIDANCE
Advanced Farming Systems aligned for future growth

CASE IH OWNER PROFILE

MONEY MATTERS

Captive lenders continue to play key role

18 EQUIPMENT SHOWCASE

PARTS COUNTER
Faster fulfillment

22 CASE IH UPDATE

OUR MISSION:

To provide you with information about Case IH equipment, trends in agriculture and producers' 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 2011 CNH America LLC. All rights reserved. Volume 38, Number 3, 2011.

CANADIAN FARMING is sent free of charge to qualified producers 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, ecolo-tiger, tiger-mate, Farmall, Hy-Tran, AIM Command, crumbler, STX, Concord, Tyler, Isomount, Maxxum, yield-till, Vibra Shank, Vibra, ecolo-til, 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, TerraFlex, Nutri-Placer, Nutri-Tiller, Robo-Sharpener and Case IH Scout are additional trademarks of CNH America LLC.

SOYINK

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.

CANADIAN FARMING COMMENT

IN FARMING, YOU ONLY HAVE ONE SHOT ...

Every new Tier 4A-compliant Case IH tractor, combine and sprayer proudly displays the new "Efficient Power" logo. It identifies their use of the simple and efficient Case IH Selective Catalytic Reduction system to reduce emissions while improving overall performance and fuel economy.

But Efficient Power extends beyond the logo's descriptive tagline of "more productivity – less fuel." As this issue's lead article describes, Case IH Efficient Power is the combination of powerful, simple, smart and producer-driven equipment solutions that deliver new levels of productivity.

Increasingly, it's the "smart" component of Efficient Power that will make Case IH equipment more valuable to your operation. Equipment systems designed to improve efficiency will maximize machine performance while reducing the operator's workload.

Examples such as the AFS AccuGuide autoguidance systems, the Diesel Saver Automatic Productivity Management system and End of Row functions are already making a difference. Expect more new features such as the CVT transmissions that will be available on all Magnum tractors later in 2012. This includes the new Magnum 370 CVT tractor delivering 419 maximum boosted engine horsepower which we previewed at this year's fall farm shows. And still to come: tracks on row-crop tractors!

More information, gathered more easily, is another element of Efficient Power. Recognizing the increasingly valuable roles that precision farming practices and interconnectivity will play as your farming operation grows, we have announced a new business unit dedicated exclusively to precision farming. In doing so, we have expanded our strategic alliance with Trimble, the industry leader in precision technologies. As a result, you'll see industry leading products, data management capabilities, and technical support.

Increasingly, when I visit with producers, they describe two obstacles that keep them up at night: having to work in ever-tighter windows of time and of their need to maximize their return from ever-increasing input costs. Providing the best equipment and support to help meet these challenges is what Case IH Efficient Power is all about.

In farming, you only have one shot at each season. Count on Case IH to help you Be Ready.



Jim WalkerVice President
North American Case IH
Agricultural Business



POWERFUL, SIMPLE AND SMART

AT CASE IH, **'EFFICIENT POWER' DEFINES NEW LEVELS OF EQUIPMENT PRODUCTIVITY**

hose of you who've been around farm equipment for a few decades can look back at new technologies bia and small that have made equipment more efficient.

More recently, the advent of global position systems and the interconnectivity of major functions and components has greatly advanced the ability of equipment to operate at unprecedented levels of efficiency while providing valuable management information.

At Case IH, this technology evolution has come together under the Steiger, Magnum and Puma tractors equipped with Selective Catalytic Reduction (SCR). It symbolized the performance gains from this post-combustion emissions management system.

But that's only one segment of Efficient Power. Overall, Efficient Power represents the Case IH platform of providing new equipment that is Powerful, Simple, Smart and Producer-Driven.

You'll see elements of each of these points in new Case IH products. And, these are fundamental design points for future products.

Listening, then delivering

Listening to what farmers want from equipment has long been a part of Case IH product development. Producer input has been a key part of all major product advancements dating back to the original Magnum 7100 Series tractors. It's been especially helpful in designing those aspects of equipment that you interact with





Learn more about Powerful, Simple and Smart in this issue's online edition at www.caseih.com.

frequently, such as cab access, visibility and controls, and the ability to set and confirm adjustments on planting, seeding and tillage equipment.

Case IH has refined this effort into a formal process called Customer Driven Product Design (CDPD). It's a way to gather input from a broad selection of knowledgeable users, then develop, refine and finalize products that exceed their expectations. The result is equipment with features that future owners have recommended, reviewed and confirmed prior to production.

Often, the word "simple" comes up in these CDPD sessions. Simple solutions, customers say, are better. That helped confirm the choice of SCR to meet the Tier 4A emissions requirements. Used on Case IH equipment of 100 hp and higher, SCR is a much simpler alternative to cooled exhaust gas recirculation, which is another way to meet the Tier 4A emissions regulations.

"Productivity" is another word frequently used by CDPD participants. It's led to innovations such as the MultiControl Armrest and the expanding capabilities of the new AFS Pro 700 display.

Clearly, Efficient Power is more than one or two key features. But there are a few recent advances that make the current line of equipment most worthy of the Efficent Power logo. Here are some examples.

Powerful

▶New Case IH engines using SCR technology produce more power compared to the models they replace. Power Growth on Steiger tractor models delivers up to 10 percent more horsepower to meet high-load demands, to a maximum 670 hp from the Steiger 600. Power Boost, available on Magnum and select Puma tractors, provides up to 35 additional horsepower for transport, and mobile PTO and hydraulic applications.

▶The new Axial-Flow 30 Series combine engines using SCR technology have hp ratings up to 30 hp higher compared to the models they replace. Power Rise delivers from 25 to 60 more hp, depending on the model, to meet peak loads. Power Boost on selected Axial-Flow models gives up to an extra 45 hp for unloading on the go.

►Case IH engines using SCR are more fuel-efficient, with gains averaging 10 percent compared to the models they replace.

Simple

Simple designs are more reli-



Efficient Power extends to the value-added support provided by Case IH dealers and the Case IH field organization. Two out of three Case IH sales, marketing and technical support people are in the field, working with farmers to help them make the most of this equipment's potential.

philosophy carried through to the 20 Series introduced in 2004, and continues in the new 30 Series: Their PowerPlus CVT drive systems eliminated numerous drive belts, pulleys, idlers, chains and sprockets.

▶The Case IH SCR technology. By treating the exhaust gas after it's left the engine, Case IH SCR engines do not need the pipes, coolers, filters and sensors required to manage cooled exhaust gas recirculation, which is the other approach to meeting Tier 4A emissions requirements in diesel engines.

Smart

New integrated technology is controlling functions and providing information to help you make management decisions.

▶The Diesel Saver Automatic Productivity Management system automatically selects the best combination of engine speed and ground speed you select, even as load conditions vary.

▶The new AFS Pro 700 display expands the intuitive easy-to-use features of the proven AFS Pro 600 display with new features such as a USB connection point and up to three video camera inputs. Its main function continues to be tractor and implement management, including autoquidance. Beyond that, it can generate a wealth of performance and mapping data.

Producer Driven

Virtually all new user-interfacing features on Case IH equipment are products of the Customer Driven Product Design process. One of them - the handle for the multi-function control - actually started out as a clay model which was shaped and conformed by the hands of groups of producers from North





Your crops are too important to leave anything behind. Our line of Axial-Flow combines with the industry-leading capacity of our Flex Heads help you get more grain out of your field. Our feeder, cleaning and power systems are designed to optimize crop flow and deliver more to the tank. And its legendary, no-impact threshing technology produces higher-quality grain. In the end, more grain goes to where it's needed most: to feed a growing world. To find a Case IH dealer and learn more about the new Axial-Flow combines, visit caseih.com/beready.



SEVEN BILLION AND GROWING

THE GLOBAL GROWTH RATE IS SLOWING, BUT THE POPULATION IS INCREASING

According to the United Nations Population Division, we're about a month into a global population of over 7 billion. That milestone was estimated to have happened with a birth on or around October 31.

It wasn't until 1804 that the world carried a population of 1 billion. Then, as the Industrial Revolution improved food production and living conditions, the pace of population growth increased. We reached 2 billion in 1927, 3 billion in 1960, 4 billion in 1975 and 5 billion in 1987.

We crossed the 6 billion threshold in 1999. And estimates are that we'll see 8 billion in

2025, and 9 billion in 2043.

The rate of population growth reached its peak in the 1960s when it averaged over 2 percent per year. In absolute numbers, population growth was greatest in the mid-1980s.

Now, the annual growth rate has declined to 1.15 percent, and is expected to continue to decline. According to one United Nations projection, the world population will plateau at a little more than 10 billion people after 2200.

While the global growth rate has declined, it varies greatly among countries. It's generally accepted that it takes a population growth rate of about 2.1

births per woman for a country to maintain a stable population.

Growth rates currently vary from over 3 percent in countries such as Zimbabwe, Uganda, United Arab Emirates and Ethiopia, to declines of 0.3 percent or more in Georgia, Serbia, Russia, Ukraine and Estonia.

Many factors affect population growth rates. Migration of younger people to areas offering greater economic opportunity leaves an older population with a slow growth rate. Cultural and religious beliefs drive expectations of family size. Socioeconomic factors influence birth rates, with countries having lower overall

levels of education and income showing higher birth rates.

Government policies are another influence. Perhaps most notable is China. Its encouragement of one child per family beginning in 1979 has resulted in a fertility rate of 1.7. Other factors affecting countries' population growth rates include famine, diseases such as AIDs, and armed conflict.

While these near-term population growth projections, especially over the next several decades, are generally perceived to be accurate, less clear is the ability to meet the expanding population's need for food.

A recent United Nations Food and Agriculture Organization (FAO) report says that feeding a world population of 9.1 billion people in 2050 will require raising overall food production by about 70 percent. This report anticipates the majority of the increased production to come from higher yields and increased cropping intensity, such as two crops per year. Land expansion is projected to be minimal, with a growth of about 12 percent of arable land in developing countries offsetting a decline of 8 percent of arable land in developed countries.

Clearly, for the forseeable future, North American agricultural producers, as leaders in global food production, have the challenge of feeding more people. Will you be ready?

Where the people are, and will be, according to U.S. Census Bureau International Programs estimates. Population projections include assumptions about future trends in fertility, mortality and migration.

2011					
Rank	Country	Population			
1	China	1,337			
2	India	1,189			
3	United States	311			
4	Indonesia	246			
5	Brazil	203			
6	Pakistan	18 <i>7</i>			
7	Nigeria	166			
8	Bangladesh	159			
9	Russia	139			
10	Japan	127			
- 11	Mexico	113			
(37)	Canada	34			
(55)	Australia	21			

2050				
Rank	Country	Population		
1	India	1,657		
2	China	1,304		
3	United States	423		
4	Nigeria	402		
5	Indonesia	313		
6	Pakistan	291		
7	Ethiopia	278		
8	Brazil	261		
9	Bangladesh	250		
10	Philippines	172		
-11	Mexico	148		
(46)	Canada	41		
(60)	Australia	29		

Countries ranked by population (in millions)

Producers talk about Being Ready in this issue's online edition at www.caseih.com.

GETTING READY

THIS SASKATCHEWAN FAMILY IS INVESTING TO BE MORE EFFICIENT PRODUCERS

e can't complain about the last three or four years," says Edward Jaenen, who farms with his brother, Leonard, their father, Al, and their families. They've been able to deal with the fickle weather patterns notably wet seeding and harvest conditions - and have experienced that enviable combination of decent yields and above-average prices for their wheat, malt barley and oats.

As a result, they've been investing back into their operation to help make them more efficient and be better positioned for years when returns might not be as favorable.

Al Jaenen started farming the land south of Moosomin, Saskatchewan in 1947 as the employee for a couple who eventually transferred

> the operation to him. His sons Leonard and Edward joined the operation full time in 1975 and 1978, respectively.

> Along the way, they've gradually added land to reach their current size of approximately 10,000 acres. About a third of the rolling land is pasture and hay ground for a 300-head cow-calf herd.

Brothers Leonard and Edward with

includes small grains and a 300-head

cow-calf herd. They're adopting new

including variable rate applications.

ways to place fertilizer more efficiently,

their father, Al. Their operation

Leonard Jaenan talks more about their Steiger tractors in this issue's online edition at www.caseih.com.

Boosting yields

Back in the "dry years," Edward says their tillage practices evolved from maximum tillage to minimum tillage. "Conserving moisture was the big thing," he says. Now, they till selectively, to fix ruts, level uneven areas, and manage heavy residues.

In an ideal year, they do little or no tillage. But after the muddy harvest of 2010 and the wet 2011 Spring, Leonard says using harrows contributed greatly to getting the crop seeded.

While tillage has been an asneeded practice, the Jaenens have become big believers in providing a full complement of nutrients for their crops.

"We're putting on a lot more fertilizer than we used to," Edward says. "From what we've seen, fertilizer, along with fungicides, gives us the biggest bang for the buck. Fertilizer is a huge expense, but we get the best return from any of our inputs."

Their recent practice has been a post-harvest herbicide spray to control new weed growth, then a fall application of anhydrous ammonia, with dry potash, sulfur and phosphate applied at seeding time through their pair of air seeders.

But the persistently wet conditions they've experienced in southeastern Saskatchewan have prompted them to take a new approach. Specifically, they've seen most of the fall-applied nitrogen leach out because of excess moisture. In response, Edward says for 2012, they're foregoing the fall anhydrous ammonia application. Instead, at spring seeding time, they'll apply liquid nitrogen and sulfur in a mid-row band. With the liquid fertilizer caddy pulled behind the air seeder, it will be a one-pass application. Dry phosphate fertilizer will be applied with the seed.

"We're going to be more efficient," Edward explains. "We'll use less nitrogen, we'll put it closer to the plant, and we'll have greater potential for increased yields." They also anticipate varying fertilizer rates based on soil test information, as they adopt more precision farming practices.



Another advantage to applying all fertilizers at seeding time, Edward says, is eliminating the expense of applying inputs to fields that end up being too wet to plant. "If we can't seed, the fertilizer stays in the tank."

As part of their plan to be more efficient with fertilizer, they have added autoquidance systems to their equipment. Their newest tractor, a Steiger 535HD, uses the Case IH AFS AccuGuide autoguidance system. Their other main tractors, a Steiger 385 and a Steiger 335, are equipped with the AFS EZ Steer 500 assisted steering.

As a result, Edward says they've confirmed a 7 percent savings on fertilizer from the reduction in overlap. "Plus, there's a lot less stress, especially



when we're running in the dark," Leonard adds.

They also use the EZ Steer 500 on their Case IH windrowers – a WDX1202 and WDX1203. "We like having the same system on all the equipment," Edward explains. "If someone has a question, they can just call in on the radio and we know what they're asking about."

He says the EZ Steer 500s have been surprisingly helpful on the two swathers. "There's the tendency for these swathers to steer back and forth, especially on hills, but the guidance system holds them pretty straight," he says. By not dealing with steering, Edward says they do a better job of cutting. "We work the reel up and down as needed while maintaining a 6-inch overlap and holding a

constant speed. We're cutting faster, and focusing all our attention on the cutting bar."

The Jaenens have owned Steiger tractors since 1991, and ran older Case IH rigid-frame four-wheel drive tractors prior to the Steigers. One of the old ones, a 2094 with over 20,000

The Iranens use three Steiger tractors including a Steiger 535HD

The Jaenens use three Steiger tractors including a Steiger 535HD equipped with triples. On their rolling ground, they say they like the stability and power delivery of the triples.

the triples. In our conditions, they're so smooth," Leonard says.

The Jaenens' land all lies within a few miles of their homes, so the added transport width of the triples isn't an issue, they say.

At harvest, the Jaenens use four combines including one high-capacity Case IH Axial-Flow 8010. "We probably have more combine capacity than we need, but our harvesttime frames are getting tighter here, and we want to harvest quality grain," Edward says. "The difference between number one grade wheat and number three grade adds up pretty quickly."

They swath all their crops. On their rolling ground, hilltops are often harvest-ready while the low areas are still green. Swathing helps provide a more evenly dried crop, they say.

They keep their two windrowers busy handling both the grain and hay crops and both equipped with 16-foot HDX162 headers. "These headers have the double-knife drives. ing for most of their equipment purchases. "It's easy, they have competitive rates, and it's all in-house. The purchase and the financing can all be handled at the dealership," Edward says.

Adding resources

As the family got more involved in producing malt barley, they built a seed cleaning plant in the mid-1990s to clean and size the crop. That has evolved into a commercial seed cleaning business that's become an asset for them and the neighboring farmers.

"Our intent was to have the plant for our own seed," Al recalls. "But we ended up with quite a lot of money invested in it, so we began custom cleaning. It's worked out well."

The family's latest investment has been adding grain storage capacity, partly to make on-farm grain handling more efficient, and partly in expectation of marketing their wheat and barley in addition to canola.

"We added some land in the last few years and we've been short on storage. So we've gone from the little 2,000-bushel flat-bottom bins to 10,000-bushel hopper bottom bins," Leonard says.

They have about 350,000 bushels of storage, and say having several inland terminal elevators within 100 kilometers is an added advantage.

"We have to store grain to make more money," Edward adds. "Having more on-farm storage will give us more flexibility in marketing."

"Fertilizer is a huge expense, but we get the best return from any of our inputs."

hours, still earns its keep for them.

Their largest tractor, the Steiger 535HD, is their fourth big Steiger to be equipped with triples. The brothers say they like the way the triples put down the power under heavy loads on their rolling terrain. "There's no bounce with

It doesn't matter what the crop's like; these will cut it," Leonard says. They put up hay and straw in round bales, using a Case IH RBX563 round baler, and have a Puma 165 tractor with a loader for handling and feeding.

CNH Capital provides the financ-



0

Whether you're applying fertilizer, strip tilling or even harvesting in the dark, Case IH Advanced Farming Systems (AFS) has the right guidance solution for you. Our lineup of autoguidance systems is compatible with the full range of correction signals to help you be ready to save big on input costs, improve yield and reduce operator fatigue. And Case IH continues to expand its AFS commitment with additional dedicated personnel to better serve you. To learn more, see your Case IH dealer or visit caseih.com.



CASE

ADVANCED FARMING SYSTEMS ALIGNED FOR FUTURE GROWTH

PRECISION FARMING SYSTEMS TO BE AN INTEGRAL PART OF FUTURE CASE IH EQUIPMENT

n 1995, a handful of farmers saw a dramatic new tool in their combine cabs as they harvested their fall crops. These first owners of the Case IH Advanced Farming System (AFS) site-specific yield monitors watched their crop yield and moisture in real time as they moved across the field. That evening, they printed yield maps from their home computers that showed each field's yield performance in vivid color and detail.

Case IH launched the new era of precision farming that year and the new Axial-Flow 2100 Series were the industry's first combines to be equipped from the factory for site-specific yield monitors. These monitors, along with the software and customer support

services, were the products of the new Case IH AFS brand.

Since then, the AFS brand has expanded to include a full range of precision farming products including AFS AccuGuide autoguidance and implement management systems, plus software and support services.

Now, recognizing the key role these products will play in future Case IH equipment, the company has announced a new business unit dedicated exclusively to precision farming. Trevor Mecham is the marketing manager for Case IH AFS. Canadian Farming asked Mecham about the new AFS business unit and what farmers can expect.

the way to support at the dealer level. Because the first yield monitors and autoguidance equipment started out as accessories, it's been natural to continue to think of precision farming systems as options. But these "soft products" are the future, and this new business unit makes it easier for us to make sure precision farming capabilities are a core component of new Case IH equipment. Further strengthening technical support for dealers and customers alike is another priority.

Canadian Farming: Case IH has expanded its strategic alliance with Trimble, a recognized leader in GPS and precision guidance technology. What does this mean?

Mecham: We know a lot about farm equipment and agriculture; Trimble knows a lot about precision technologies. The relationship we've enjoyed with Trimble in the past will go deeper as we work closely with them on product development and integration. You'll see superior and exclusive products coming from this alliance.

Canadian Farming: When AFS was introduced, part of its appeal was being more of an "open" platform, which was an advantage over more proprietary systems. Will that continue?

Mecham: You're right,
Case IH's system has always
offered more versatility,
which was an advantage in
the early days when it was
beneficial to bring together
components from different
suppliers. We still value
versatility, but as the AFS

products become more integrated and comprehensive, there will be less need to use other components. This complete system "plug and play" approach is preferred by most growers, and with our capabilities and Trimble's, we'll have the best.

Also, the AFS product line has always included components that will work on competitive brands of equipment, and this all-makes ability will continue.

Canadian Farming: If I've made an investment in AFS equipment, do I have a foundation for future AFS products?

Mecham: Yes, just look at how the AFS Pro 600 evolved into the Pro 700 ... better, yet familiar. That's how AFS technology will advance.

Canadian Farming: What can we expect from AFS in the future?

Mecham: We're seeing more wireless integration in the consumer market in terms of what you see on your smart phones and tablets. Wireless is proving to be very stable and affordable. Look for more applications developed for ag based on cellular communication.

Data management is another priority, providing ways to help growers gather, manage, analyze and apply data to make better management decisions.

As I mentioned earlier, we're expanding our technical support capabilities. And, as with all Case IH products, the Customer Driven Product Design process helps assure AFS products will add value to your business.





Much of farming is beyond your control... Case IH helps you control what you can with:

- More Efficient Power
- More Savings For Your Bottom Line
- More People Helping You Optimize Your Performance

With you today and in the seasons ahead.



BE READY NOW 22

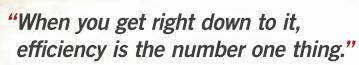
SEE THE VIDEOS: caseih.com/efficientpower



"I'll take the Steiger® over anything."

"We have a 24-row planter, and we haven't had any issue with the Steiger when it comes to power- not pulling down, not hesitating, even going over hilly ground. You can do just about anything with this tractor. I'll take the Steiger over anything."

— **Mike Daigh,** Taylorville, Illinois



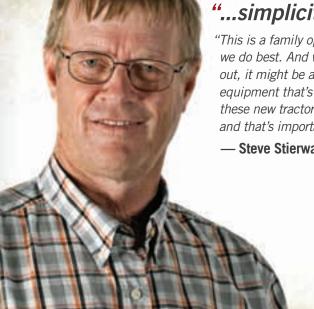
"Every day, we have to be efficient. We're out here trying to do a large amount of acres with a limited amount of equipment, to reduce costs. So number one, we can't have any downtime. When we're out in the field, it's down to fuel consumption and maintenance. When it's time to plant, we'll run 24 hours a day – we just don't stop."

— Brad Ramp, J&A Farms, McLean, Illinois



"This is a family operation – I work with my son – that's what we do best. And when we have part time people helping us out, it might be a friend or my wife or father-in-law, we need equipment that's easy to learn in a short amount of time. I feel these new tractors are very intuitive as far as the controls go, and that's important... simplicity is important.

— Steve Stierwalt, Sadorus, Illinois



011 CNH America LLC. Case IH is stered trademark of CNH America L



MAKING IT

easier

of farming behind him, Mike Newbanks is taking steps to make his operation easier for him and his wife, Karen, to operate.

On the high plains of eastern Colorado, Mike and Karen continually seek ways to gain more efficient production from their cash grain operation near Yuma. They farm approximately 5,000 acres of corn, soybeans and wheat, including about half in a labor- and equipmentsharing partnership with a neighbor, Randy Wenger.

Some of the land the Newbanks farm dates back to when his mother's side of the family first settled the land in 1912. "We're the fifth generation farming here, right at 100 years," Mike says.

Farming in the area changed dramatically in the 1960s as irrigation wells tapped into the Ogallala aquifer. About half of the Newbanks' land is irrigated, all under centerpivot. Like just about everyone using that valuable resource, Mike says they've embraced more efficient irrigation practices such as low pressure systems, more efficient nozzles and eliminating end guns. "Everyone's doing what they can to conserve water," he says.

The combination of irrigated and dryland crops gives Mike the opportunity to use a

THIS COLORADO COUPLE LOOKS TO NEW TECHNOLOGIES TO MAKE FARMING EASIER AND MORE PRODUCTIVE

full range of tillage practices. He's been doing strip-till from the time strip-till rigs became available in the early 1990s, and now uses a Case IH Nutri-Tiller 5310. "We use it mainly on our sandier irrigated land and when we're putting in corn after wheat. It's a good way to leave residue on top to hold moisture and reduce wind erosion."

On harder soils, Mike uses a Case IH Ecolo-Tiger disk ripper as his main tillage tool. "We run it about 13 to 14 inches deep to get as much as 95 percent soil fracture," he says.

In the past, Mike has run the Ecolo-Tiger as a first-pass tool after the combine, but the prevalence of stiff Bt corn stubble and resulting tractor tire

"I've had several guidance systems since starting out with an EZ Steer in 2003, and I feel the Case IH system is superior."

damage from running diagonal across the rows has him looking for options. Recently, he rented a Case IH True-Tandem 330 Turbo vertical tillage tool to run ahead of the Ecolo-Tiger and liked the results. "I'll use it again. It looks like a very promising tool to have," he says.

In his varied conditions, ranging from no-till to conventional till, Mike says his 12-row Case IH 1200 Series Early Riser planter delivers consistent results. "It's a great planter for emergence," he says. "The row unit is what really makes that planter perform."

In the last few years, Mike has become more interested in fine-tuning his fertility program. Rather than a "more is better" approach, he's focusing

Mike and Karen Newbanks.

Two key pieces of equipment for the Newbanks include their Axial-Flow 7120 combine and this Tier 4A Steiger 400 tractor. Both are equipped with Case IH AFS AccuGuide autoguidance. They have one RTK and two WAAS antennas, and switch the RTK between the combine, the Steiger tractor and his Magnum 305 tractor as needed. With options including the luxury cab, HID lighting and full cab suspension, the Steiger tractor is a good workplace for Karen, who has begun running equipment as well as getting more involved in the farm's financial management after leaving an off-farm job.

more on "the right product at the right time," he says, and making sure the nutrients are easily available to the plants.

For example, during planting, he makes an in-furrow application of a liquid starter fertilizer that's a low-salt phosphorus-based product with micronutrients and a biological agent to make soil nutrients more available to the plant. He also bands a mixture of nitrogen and sulfur to the side of the row. "Within days of emergence, the plant's roots get into that band," he says.

Throughout the growing season, Mike spoon-feeds additional nitrogen to the crop through the irrigation system. Additional micronutrients plus fungicides, if needed, are foliar-applied, either through a ground spray rig or with an airplane, depending on crop growth stage. Partner Randy Wenger handles the spraying, using a Case IH Patriot 3330 sprayer.

"We give a pretty good shot of nutrients upfront, but I'm saving on fertilizer by spoon-feeding it," he says. "Then if a hailstorm takes out a field, we don't have all the inputs already in that crop."

In the past, Mike says he was not a frequent trader of equipment, keeping tractors for 4,000 to 5,000 hours and combines for four to five years. Now, as a midcareer farmer with an operation that's more stable than in the early





days, he's looking at more frequent trades to run newer equipment.

Recent additions include an Axial-Flow 7120 combine and a new Tier 4A Steiger 400 tractor, replacing an Axial-Flow 7010 and a Steiger 325.

The Axial-Flow 7120 was familiar to him. "The changes between it and the 7010 were subtle, but they just keep improving things," he says. "It cleans a little better; it runs a little better."

The Steiger 400, with its Selective Catalytic Reduction (SCR) system, was a bit different. "I was apprehensive about the new SCR system and having another product to handle," he says, "but we're going at least two full tanks if not more of fuel before we need to add diesel exhaust fluid."

The engine's performance has exceeded his expectations, he says. "Now that I've run it, and seen the fuel economy, I wish the 7120 combine we purchased had the Tier 4 engine. That's how much I like it."

Their Steiger 400, along with the combine and their Magnum 305 tractor, are equipped with the Case IH AFS AccuGuide autoguidance system. He has both WAAS and RTK antennas, and moves the RTK antenna as needed for the operation.

"I've had several guidance systems since starting out with an EZ Steer in 2003, and I feel the Case IH system is superior," he says. Using the Pro 600 and Pro 700 monitors makes for a simple solution, he adds.

Mike ordered the Steiger 400 with an eye on comfort and productivity, with options including the luxury cab and HID lighting. Those are among the tractor's features that have made it easier for Karen to run the tractor, which she has started doing this year after leaving a career of over 20 years in banking.

For example, they say the Diesel Saver Automatic Productivity Management System, which automatically chooses the most fuel-efficient combination of engine speed and gear selection, is especially helpful. "We use it every time," Mike says.

The Newbanks are covering a lot of ground with just a few key pieces of equipment. That makes uptime more valuable, and they say their Case IH equipment continually meets their needs.

Mike grew up with IH and Case IH equipment, with tractors dating back to a 656 and up through popular models including an 856, a 1086, a 5488, the early Magnums and these current models. His combines, too, have been red ones.

As the equipment has moved from mechanical to electronic systems, the Newbanks increasingly count on the dealer's technical skills. "We depend on them more, and they're always there to help us when we have an issue," Mike says.

With a good land base, current equipment, and Karen's addition to the farm, Mike says they're looking forward to making their operation ever-more efficient.

"We want to keep improving our fertilizer program, and there are some neat things coming down the line with new water-optimizing hybrids.

"I'll be watching them to see if they'll work for me. I'm a little slow to embrace the new technologies sometimes," he says. "Equipment wise, now that's different," he adds. "I like the new stuff."

4

Mike Newbanks talks more about his Tier 4A Steiger 400 in this issue's online edition at www.caseih.com.



FOR A LIMITED TIME. GET

Case IH dealer or visit caseih.com/efficientpower.

% FINANCING* ON ALL NEW CASE IH STEIGER, MAGNUM, PUMA AND MAXXUM*TRACTORS, AXIAL-FLOW* COMBINES & PATRIOT* SERIES SPRAYERS. VISIT CASEIHDEALS.COM FOR DETAILS SERIES SPRAYERS. VISIT CASEIHDEALS.COM FOR DETAILS



There will be 4 equal annual installments of C\$53,615.31 with the first due on October 15, 2012 and one final payment of C\$53,615.27 due on October 15, 2016. The total amount payable will be C\$328,076.51 which includes finance charges of C\$28,076.51. Taxes, freight, set-up, delivery, additional options or attachments not included in suggested retail price. Magnum/Steiger Tractors and Patriot Series Sprayers are eligible for 0% for 12 months followed by customer qualified rate. Axial-Flow Combines are eligible for 0% until September 1, 2012 followed by customer qualified rate. Maxxum/Puma Tractors are eligible for 0% until September 1, 2012 followed by customer qualified rate. Maxxum/Puma Tractors are eligible for 0% until September 1, 2012 followed by customer qualified rate.

for 36 months. Offer subject to change or cancellation without notice.
©2011 CNH America LLC. All rights reserved. Case IH and CNH Capital are registered trademarks of CNH America LLC. www.caseih.com

CAPTIVE LENDERS CONTINUE TO PLAY KEY ROLE

COMPETITIVE RATES AND ADMINISTRATIVE EASE ARE AMONG THE ADVANTAGES

s access to financial resources becomes ever-more valuable to Canadian producers, having good relationships with lenders who understand the unique aspects of your business can be helpful. In this environment, captive lenders – the financing arms of equipment companies – continue to be a viable source for new and used equipment financing.

The fact that these captive lenders exist to support the sale of equipment is their competitive advantage against other financial sources. Captive lenders are oriented to meeting the specific needs of the equipment buyers. For equipment buyers, this can involve a wide range of benefits including low-rate financing to deferred payment plans and payment schedules.

Increasingly, some producers have gotten into a pattern of trading major equipment such as big tractors and combines every year or two to take advantage of maximum resale values, the newest technologies, and to stay in the manufacturer's warranty. With financing in place through the captive lender, making these equipment trades can be simpler than working through a traditional lender, says Tim Biewer, Director, Marketing, for CNH Capital.

"Part of the advantage is simply familiarity with the product," Biewer says. "The dealer knows the value of the trade, and can discuss any special incentives that may be available either to reduce the purchase price or lower the payments."

An expanded range of products is another unique benefit of captive lenders. Typically, captive lenders are able to offer equipment leases



as well as financing, to provide another choice as producers look for the most cost- and tax-efficient option. Certain types of insurance products, including insurance to cover loss or damage to the equipment, are also popular options.

Commercial revolving accounts are another financing product frequently offered by captive lenders as a convenient option for parts and service purchases.

As a captive lender, CNH Capital offers these financial products with terms and incentives that are responsive to market conditions.

"We encourage farmers to continually be aware of CNH Capital programs by staying in touch with Case IH dealers," Biewer adds. "Programs constantly evolve. Knowing what's available can help you evaluate equipment trades and other financial management decisions."

REASONS FOR SELECTING CAPTIVE LENDERS

A recent survey of 433 farmers showed that more than half of them had used captive lenders for purchases of equipment, seed or chemicals over the previous three years. They rated these reasons, in order of importance, for choosing these lenders over traditional sources:



The strongest reason for using nontraditional lenders is interest rate followed by dealer financing incentives while the least important reason is paperwork required to obtain loan.

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.



The latest model series of Case IH Axial-Flow combines use selective catalytic reduction (SCR) technology to meet Tier 4A emissions requirements, with higher horsepower and improved fuel efficiency.

Designated the 30 Series, the new Axial-Flow models are the 5130, 6130, 7130, 7230, 8230 and 9230. The 7130 and 7230 are both Class 7 machines, giving you a choice of the traditional Axial-Flow drive system on the 7130 and the advanced Power Plus CVT drive system on the 7230.

These newest Axial-Flow combines continue the line's tradition of matched capacity, increased output and simple operation and maintenance. They're powered by Case IH FPT engines: a 6.7-liter

See a walk-around of the new Axial-Flow 9230 combine in this issue's online edition at www.caseih.com.

engine for the Axial-Flow 5130; an 8.7-liter engine for the Axial-Flow 6130, 7130 and 7230; and a 12.9-liter engine for the Axial-Flow 8230 and 9230.

The simple and effective SCR technology – which treats the exhaust after it has left the engine – helps the Tier 4A engines offer fuel efficiency gains averaging up to 10 percent over previous Tier 3 models and extended service intervals. Depending on the model, horsepower ratings for the new Axial-Flow models are increased by as much as

Model	Class	Horsepower Rated/Max	Capacity (Bu)	Unloading Rate (Bu/sec)
5130	٧	265/295	250	2.5
6130	VI	320/380	300	3.2
7130	VII	350/410	300	3.2
7230	VII	380/440	315	4.0
8230	VIII	450/510	350	4.0
9230	IX	500/560	350	4.5

30 hp compared to previous models. The new 9230 is rated at 500 hp with 560 maximum hp.

Unloading rates have been increased on all models to a maximum of 4.5 bushels per second on the 9230. An optional 31-foot (9.3-meter) unload auger provides clearance for headers up to 45 feet (13.7 meters) wide. Powered grain tank extensions are included on the Axial-Flow 7230, 8230 and 9230 models.

The AFS Pro 700 display provides touch-screen control of equipment operation and extensive yield mapping capabilities when linked to GPS.

NEW ROBO-SHARPENER SHARPENS WAVY DISK BLADES

The Case IH Robo-Sharpener is now available for on-farm use. This innovative and patented tool had previously been available only to Case IH dealers.

The Robo-Sharpener was developed specifically to sharpen the wavy blades used on the Case IH True-Tandem 330 Turbo. It uses a pendulum action and its own weight to maintain a steady force of the grinder wheel against the disk blade. A drive wheel rotates the disk blade at a slow, constant speed for consistent sharpening without any hot spots. The Robo-Sharpener hangs from the True-Tandem 330 Turbo's frame rail on a trolley mount that lets it easily move to the next blade.

The Robo-Sharpener can also sharpen standard shallow-concavity disk blades. The process takes only a few minutes per blade. As the Robo-Sharpener doesn't reduce blade diameter, blades can be sharpened multiple times to keep them performing at their maximum effectiveness.





NEW B SERIES JOINS FARMALL TRACTOR LINE

The new B Series models join the Farmall line of compact and utility tractors. The Farmall A, B C, N and U Series cover PTO hp ratings from 22 to 90 and continue the Farmall tradition of simple, rugged dependable power.

The Farmall B Series models are the 30B, 35B, 40B and 50B with PTO hp ratings from 22 to 39 hp from quiet, fuel-efficient

1.5, 1.8 or 2.5-liter four-cylinder engines. They're available with hydrostatic transmissions or gear drive transmissions with synchronized forward/reverse shuttle.

These newest Farmall models are a good match for farmstead chores including mowing and material handling plus powering a wide range of attachments such as snowblowers and backhoes. They can be equipped with Case IH L340 and L350 curved boom loaders which have a quick-attach system to easily switch between loader-mounted attachments.

NEW MAXXUM TRACTORS OFFERED WITH MULTICONTROL ARMREST

Reflecting the wide range of roles they can fill, the new 2012 models of Case IH Maxxum tractors are offered in base models or full-featured MultiController models. The 12 new models, ranging from 90 to 120 PTO hp, are all equipped with simple and efficient selective catalytic reduction (SCR) to meet Tier 4A emissions requirements. Engines include 4.5-liter four-cylinder or 6.7-liter six-cylinder Case IH FPT engines with electronic common rail fuel systems.

The MultiController models feature the MultiControl Armrest console that's shared with current Puma, Magnum and Steiger tractors. It puts six key tractor functions at your fingertips for easy, intuitive control.

The console includes an integrated control pad with a pressure-sensitive touchpad to keep less frequently used functions within arm's reach. An optional electro-hydraulic joystick provides easier control for front-end loaders as well as rear-mounted implements that require adjustment.

Transmission choices including synchro-shift, semi-powershift and creeper – all with power shuttle – Maxxum tractors are a good match for any application in their horsepower range.





NEW SIZES OF NUTRI-PLACER, NUTRI-TILLER

Two Case IH nitrogen placement toolbars that have been favored by commercial applicators

the Nutri-Placer 930 and the Nutri-Tiller 950
are now offered in a wider range of sizes to appeal to more growers.

The Nutri-Placer 930 is offered in 15-, 20- or 30-inch (38.1-, 50.8- or 76.2-cm) row spacings in new working widths of 27.5, 32.5, 37.5, 42.5, 47.5 and 50 feet (8.4, 9.9, 11.4, 12.9, 14.5, 15.2 and 18.3 meters) in addition to the 60- and 65-foot (18.3- and 19.8-meter) models introduced in 2010.

Shank options for the Nutri-Placer 930 include rigid shanks, heavy-duty spring shanks, coulter/shank combinations for narrow rows and the popular High Clearance Shank.

The Nutri-Placer 950 is a 30-inch (76.2-cm) row strip-till applicator. Working width choices are 20, 30, 40 or 60 feet (6.1, 9.1, 12.2 or 18.3 meters).

Both toolbars provide consistent nitrogen placement in the root zone with excellent soil sealing capability. They use opposing sealing discs which can be positioned in either concave or convex positions. Solid discs are recommended for conventionally tilled fields while notched discs are recommended for consistent closing in fields with heavy residue.

They feature single-point depth control and proven heavy-duty construction throughout. Items such as durable poly bushing bearings and optional stubble-resistant tires reduce maintenance time.

NEW CASE IH PATRIOT 4430 SPRAYER RATED AT 325 HP

The new Case IH Patriot 4430 sprayer delivers 12 percent more horsepower compared to its predecessor, the Patriot 4420. This 1,200-gallon (4,542-liter) sprayer is powered by the proven 8.7-liter Case IH FPT engine rated at 325 hp with power growth up to 356 hp. As with other equipment in the Case IH Efficient Power family, this new model is Tier 4A compliant using the simple and efficient selective catalytic reduction system. In addition to higher horsepower, overall operating costs are reduced through improved fuel efficiency and increased maintenance intervals.

An updated Surveyor cab, based on the Case IH Steiger tractor cab, increases interior space to an industry-leading 132 cubic feet (3.74 cubic meters) with more than 90 square feet (8.4 square meters) of glass, providing more work space and greater visibility.

Like all Case IH Patriot sprayers, the Patriot 4430 can be equipped for maxi-

See a walk-around of the new Patriot 4430 Sprayer in this issue's online edition at www.caseih.com.

mum performance and productivity. Key features and optional equipment include AutoFold Plus which folds and unfolds spray booms and returns



them to the previous height using a single switch; AFS AccuGuide autoguidance; AIM Command pulse width modulation to manage droplet size for consistent accurate application under varying conditions; AccuBoom automatic boom section control; high-intensity discharge (HID) lighting; and the AFS Pro 700 color display for a single interface for sprayer control and autoguidance.

FASTER FULFILLMENT

ONGOING PROCESS IMPROVEMENTS MAKE MORE PARTS AVAILABLE, FASTER





o you think of the word "algorithm" as you're picking up a part from your Case IH dealer? This computer-based process of organizing massive amounts of data is one of many steps Case IH takes to help get parts in your hands as soon as possible ... either having them in-stock at dealer-ships or available within a day or so.

With roughly 1.3 million parts numbers in the Case IH North American Parts Operations (NAPO) system, it's not possible for every dealer to have every part. But the company has implemented a network to significantly increase the likelihood that dealers will have a frequently requested part in stock or available the next day.

"Predicting which parts to stock, and how many of them, is actually more of a 'backcast' than a 'forecast,' explains Anu Goel, who heads up NAPO. "That's because the company's parts managers consider the past when predicting the future."

Goel says they use algorithms that look at the demand for specific parts as far back as four or five years, weighted more toward the most recent years.

"We incorporate dealer input after each season to identify demand, factor in long-range weather forecasts and economic predictions, then top it off with actual feet-on-the-ground human experience to decide which parts to stock, and how many," he says. Other considerations include machine populations in each dealer's area, and the season of use, such as increasing planter part inventories in the springtime.

Parts operations continually refined

Case IH is continually refining its parts operations for overall efficiencies. A master depot in Lebanon, Indiana, serves a network of 12 NAPO parts depots strategically located throughout the U.S. and Canada. The newest one opened last year in Portland, Oregon, with 250,000 square feet and representing an investment of more than \$15 million. With it, NAPO spans more than 150 acres of warehouse space and employs approximately 1,100 people.

Of the million-plus parts numbers, Goel says their analyses identify approximately 300,000 parts that have been ordered within the last year. These are considered "active" parts and are kept in parts depot inventories at all times.

When Case IH dealers need

a part that's not in their own inventory, they can request it in one of two ways:

- Daily Stock Orders, placed by 4 p.m. each day, are filled and delivered to the dealer no later than 8 a.m. the second day after the order is placed.
- Emergency Orders, placed by 8 or 9 p.m., are delivered to the dealer the next morning.

There are additional levels of support to help minimize downtime in special situations. The Case IH Emergency Breakdown Assistance Program provides dealers with a dedicated team that can deliver urgently needed parts, provide technical support, or identify an alternative solution to get a customer's machine up and running as soon as possible. It's part of the Case IH Max Service owner support program. You can contact Max Service at (877) 422-7344 anytime you need special assistance.

In spite of the seasonal nature of agriculture, Case IH parts shipments are surprisingly consistent, averaging 8,000 to 10,000 shipments a day representing about 50,000 parts.

"In general, Case IH services parts for at least 10 years after the machine with those parts has gone out of production. We continue to service the

New parts depots, refined forecasting systems, overnight delivery options, online ordering capabilities and priority options such as Max Service have helped Case IH dealers earn "Best in Class" ranking in its order-to-delivery service and No. 1 in terms of parts shipment accuracy.

parts beyond the 10 years to meet ongoing demand. And, Case IH also works with its dealer network to provide service for parts that may be temporarily out of stock," Goel says.

These ongoing gains in the Case IH parts management system have helped the company earn "Best-In-Class" ranking in its order-to-delivery service. The company recently placed No. 1 in terms of parts shipment accuracy – getting the right part to the right customer – in independent benchmarking of farm equipment dealers.

Goel says the Daily Stock Order program is notable for its ability to help dealers anticipate and meet customer needs. "It has the best order-to-delivery time in our history and in our industry," he says. "The feedback from our dealers suggests this is one of the best things we've ever done."



For Large Square Balers and Baling Accessories



Buy more, get more-it's that simple!

For a limited time, when you purchase select large square baling products at your local Case IH dealership, you will receive performance-enhancing baling accessories at no additional charge! This is a big opportunity to save big money on upgrades that will make a big difference in your baling operation. Don't miss out on this BIG SQUARE DEAL! See your nearest Case IH dealer today.

HE SQUARE

Receive a

\$1,200 Parts Reward Card

with purchase of a Thirty Plus™ Automatic Applicator and a ProID™ Tagger

1.200

THE SQUARE

Receive a

ProID[™] Tagger^{*}

with purchase of a Bale Weight System and a Thirty Plus™ Automatic Applicator



BIGGER THE SQUARE DEAL

Receive a

ProID[™] Tagger and 1 Roll of ID Tags[®]

with purchase of a new LB333 or LB433 Model Case IH Large Square Baler. a Bale Weight System and a Moisture Monitor



BIGGEST HE SQUARE

Receive a

ProID[™] Tagger, Scanner and 1 Roll of ID Tags⁴

with purchase of a new LB333 or LB433 Model Case IH Large Square Baler, a Bale Weight System and a Thirty Plus™ Automatic Applicator







From September 1, 2011 through March 31, 2012 ("Program Period"), customers are eligible to receive the following offers at participating Case IH dealerships: [1] Purchase of a qualifying Thirty Plus™ Automatic Applicator and ProIDTM Bale Tagger (Part No. C850), receive a \$1,200 Parts Reward Card (ARV \$1,200 USD and CAD). Parts Reward Card will expire 24 months after issuance. Parts Reward Card is not refundable for cash, will not be replaced if lost or stolen or destroyed and is eligible for parts and service purchases only at participating Case IH dealers; [2] Purchase a qualifying Bale Weight System (Part No. 87622708 or 87718024) and Thirty Plus™ Automatic Applicator (Part No. C5964497B), receive a ProID™ Bale Tagger (Part No. C850) at no additional charge (ARV \$3,995 USD, \$4,154.80 CAD); [3] Purchase a qualifying new Case IH Large Square Baler (LB333 or LB433 Model), Bale Weight System (Part No. 87622708 or 87718024) and Moisture Monitor (Part No. C500), receive a ProID™ Bale Tagger (Part No. C850) at no additional charge (ARV \$4,491 USD, \$4,670.64 CAD); [4] Purchase a qualifying new Case IH Large Square Baler (LB333 or LB433 Model), Bale Weight System (Part No. 87622708 or 87718024), and Thirty Plus™ Automatic Applicator (Part No. C5964497B), receive a ProID™ Automatic Bale Tagger (Part No. C850), ProIDTM Tag Scanner (Part No. C860) and 1 Roll of ID Tags (Part No. C0851) at no additional charge (ARV \$6,486 USD, \$6,745.44 CAD). Retail values shown above are stated in USD. Additional dealer delivery and installation fees may apply. Offer valid at participating Case IH dealerships located in the United States or Canada during the Program Period. Products must be purchased at a participating Case IH dealer to qualify. This offer cannot be combined with any other CNH America LLC offer. Returning any purchased items will nullify offer and, as a result, additional products will be charged at full price. While supplies last. CNH in its sole discretion may substitute promotional products for products of equal value. Offer void where prohibited, taxed or restricted by law. For any questions about this offer, please e-mail support@cnhbalerrebatepromotion.com and reference the Big Square Deal.

CASE IH WILL MEET 2014 TIER 4B EMISSIONS EXCLUSIVELY WITH SCR

Case IH has announced that it will meet the 2014 Tier 4B (Tier 4 Final) engine emissions standards exclusively using the Selective Catalytic Reduction (SCR) systems introduced in 2011 Tier 4A Efficient Power tractors, combines and sprayers.

Notably, Case IH will not use cooled exhaust gas recirculation (EGR) as part of the 2014 Tier 4B compliance. The introduction of SCR beginning with the Tier 4A engines allowed Case IH to eliminate EGR. Prior to Tier 4A, Case IH engines recirculated approximately 10 percent of the exhaust gas to meet Tier 3 emissions requirements.

Eliminating all exhaust gas recirculation allows the new SCR-equipped Efficient Power engines to perform more efficiently. Compared to the previous models, the SCR engines are up to 10 percent more efficient. They also present a simpler, cleaner engine compartment because the hoses, coolers and sensors involved in cooling and managing the exhaust gas recirculation are not required.

SCR treats the exhaust after it has left the engine. Diesel exhaust fluid (DEF) is sprayed into the exhaust stream as it flows into the SCR chamber. There, a chemical reaction transforms nitrogen oxides (NOx) into harmless nitrogen gas and water vapor. Because the engine is tuned for maximum combustion efficiency, its exhaust

meets the Tier 4B particulate standards without requiring particulate filters and their regeneration process.

See how new diesel emissions systems work in this issue's online edition at www.caseih.com.



CASEIHDEALS.COM PROVIDES TIMELY PURCHASE INFORMATION

Check out CaselHDeals.com for current information about special financing offers and purchase incentives available for all Case IH equipment. It's part of the full range of Case IH product information available at CaselH.com.

NEW HIGH-HORSEPOWER MAGNUM 370 CVT PREVIEWED

Case IH recently previewed the new Magnum 370 CVT at the Farm Progress Show held in early September. Anticipated for customer deliveries in late 2012, the new Magnum 370 CVT will be the highest horsepower mechanical front drive tractor on the market at 419 maximum boosted engine horsepower.

In addition to the Magnum 370 CVT, the Case IH CVT transmission will be released as a premium transmission option for the Magnum 235, 260, 290, 315 and 340 models. It is currently available on the current Magnum 180 to 225 models and Puma models.

CVT transmissions offer smooth and seamless power delivery through an infinitely variable range of speeds from standstill to maximum transport. The Case IH CVT transmissions use a unique design based on



a four-gear range system that maximizes mechanical efficiency. They can be used with the standard Diesel Saver Automatic Productivity Management system to maximize fuel efficiency.

As the MultiControl handle on CVT models functions as a propulsion lever, the tractors are easy to operate for less experienced drivers.

With its industry-leading horsepower rating and efficient CVT transmission, the Magnum 370 CVT provides a step up for producers working with larger, higher-capacity planters and tillage tools.

Available later in 2012, the new Magnum 370 CVT delivers 419 maximum boosted engine horsepower through the efficient and infinitely variable CVT transmission.

CASE IH DIESEL SAVER APM SYSTEM WINS SECOND ENGINEERING AWARD

The Case IH Diesel Saver Automatic Productivity
Management (APM) system recently won its second engineering award. The American Society of Agricultural and Biological Engineers (ASABE) awarded its prestigious annual Rain Bird Engineering Concept of the Year award for 2011 to Senior Project Engineer Yangming Hou and the Diesel Saver system for its innovative ability to provide fuel savings.



A standard feature on Case IH Puma, Magnum and Steiger

tractors, the Diesel Saver APM system is a fully integrated powertrain management system. When engaged, the operator selects the desired ground speed. The APM system continually adjusts the engine speed and gear selection for maximum fuel economy. It reduces engine speed whenever the implement load allows to provide fuel savings of as much as 25 percent.

After its introduction in 2009, the Diesel Saver APM system earned an ASABE AE50 award as one of the 50 most innovative new agricultural products introduced that year throughout the world.

The Diesel Saver APM is a component of Case IH Efficient Power. When engaged, it selects the most efficient engine speed and gear choice to maintain the desired ground speed. Especially helpful in varying load applications, it can provide fuel savings of as much as 25 percent.

SPECIAL 'RED POWER' SKID STEER DONATED TO FFA AUCTION

Case IH unveiled a one-of-a-kind skid steer at the recent U.S. National FFA Convention and announced that the company is donating it as a fund-raising auction item to benefit the National FFA Foundation.

"Red Power" is a tricked-out skid steer, specially designed with Case IH enthusiasts and collectors in mind," says Kyle Russell, Senior Director of Marketing, Case IH North America.

"Red Power" began as a Case model SV250 skid steer having 82 gross engine horsepower and a 2,500-pound rated operating capacity. It includes a full complement of options including air conditioning, the High Flow Plus Performance package, a 4-in-1 bucket, and four-point strobe and rear side light kits.

Its exclusive features include dual chrome exhaust stacks, custom eight-spoke wheels with chrome center caps and lugs, tinted cab windows and a custom red leather seat. Red LED lighting highlights the skid steer inside and out. A custom Case IH-red paint job and special "Red Power" decals provide the finishing touches. This "Red Power" skid steer was created as a cooperative project between Case IH and Case Construction, which supplies the skid steers sold through Case IH dealers.

For more than 60 years, Case IH and its local dealers have supported FFA, including current sponsorship of the New Century Farmer and American FFA Degree programs.

"Case IH's donation of 'Red Power' is our opportunity to continue our long-standing history of support for the National FFA's mission and help the next generation of leaders be ready for the challenges and opportunities of agiculture," says Russell.

Throughout the next 12 months, "Red Power" will be displayed at national events in the U.S. to spark interest and attract potential buyers. These include the National Cattlemen's Beef Association annual meeting, the National Farm Machinery Show, Commodity Classic, Farm Progress Show and Husker Harvest.

More details regarding FFA's auction of "Red Power" will be available soon. If you'd like to be notified by email, submit your name at: https://www.surveymonkey.com/s/SkidSteerAuction.

CANADIAN FARMING MAGAZINE AVAILABLE IN NEW DIGITAL EDITIONS

SIGN UP NOW TO GET NEW EDITIONS

In a move to provide content in the most efficient formats, Case IH now has Canadian Farming available online in new interactive digital and iPad versions. PC users can view Canadian Farming at www.caseih.com/farmforum; iPad users can download the free iPad app at iTunes (search for "Canadian Farming").

Going forward, Canadian Farming will be produced in the familiar print editions plus in online exclusive editions.

These new digital editions offer Canadian Farming content in a new improved format that's easy to read, available at just a few strokes on the keyboard, and packed with information including video and audio presentations.

Click around; you'll see equipment working, and hear firsthand from farmers describing their equipment choices and management decisions. Case IH product experts share their insights in video clips.

These new Canadian Farming
digital editions use live links that take
you to the specific product pages at
CaselH.com. There are also provisions
to contact Case IH resources directly

for special requests, and to offer your feedback about *Canadian* Farming content.

On your first visit to the new Canadian Farming site, you have the option of filling out a request to be notified by email when the next edition is published. We encourage you to do this; by signing up, you'll know when a new online exclusive issue is available.





