

CANADIAN FARMING

JUNE 2012

BE READY

**HAY PRODUCTION
TECHNOLOGY WITH CASE IH**

A FULL LINE FROM CASE IH

HAY AND LIVESTOCK EQUIPMENT



CONTENTS

ON THE COVER:

A Case IH Farmall 120A tractor with an L745 loader stacks round bales. Case IH offers a [complete line of hay equipment plus tractors and loaders](#) designed for livestock producers.



- 4 ADVANCES IN PRODUCTIVITY**
Hay and livestock focus
- 6 CASE IH FIRST OWNER REPORT**
- 10 CASE IH OWNER PROFILE**
- 13 BE READY**
Hay production technology
- 17 CASE IH OWNER PROFILE**
- 21 EQUIPMENT SHOWCASE**
- 34 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 2012 CNH America LLC. All rights reserved. Volume 39, Number 2, 2012.

COMMENT

This is the time of year hay harvesting is taking place in nearly every part of North America, and a lot of it is being handled by Case IH equipment.

Case IH has a strong heritage in serving hay and livestock markets. Today, the Case IH hay and livestock line encompasses a full range of products including hay harvesting equipment, and tractors and loaders designed specifically for livestock and dairy producers.

This is an important market for us, and we're continually taking steps to further strengthen our position. For example, we recently added field specialists to our Case IH field organization, specifically focused on hay and livestock business.

We're growing the Case IH hay and livestock product line to have equipment choices sized to meet every producer's needs. Equipment such as the RB455A round baler and the Farmall A Series tractors are great choices for smaller operators who want good equipment without a lot of extras.

At the other end, larger scale and commercial operators who can use equipment such as our big WD 3 Series windrowers and LB 3 Series balers can expect even more from Case IH as we introduce new features and technologies to further improve productivity and hay quality.

And, you're going to see more participation from Case IH in hay and livestock events. For example, this year, for the first time, Case IH exhibited at the U.S. National Cattlemen's Beef Association national convention.

We participate in industry events as a way to stay close to all our customers, learning first-hand about their challenges and opportunities, and how we can help.

In this hay and livestock equipment market that has a fair number of short-line manufacturers and dealers, we're providing products designed and built by a world-class manufacturing organization and supported by well-capitalized full line Case IH dealerships. We are a partner you can grow with.

At Case IH, we work with one overriding mission, and that's to help you Be Ready with innovative products, value-added people, and an extraordinary customer experience.



Watch Video (2:33) Jim Walker and Case IH manager for livestock marketing Zach Hetterick discuss the Case IH hay and livestock business.

Jim Walker

Vice President
North American Case IH
Agricultural Business

[CLICK](#) FOR MORE
HAY INFORMATION

HAY AND LIVESTOCK PRODUCTION IS KEY TO FEEDING THE
GROWING GLOBAL POPULATION. CASE IH HAY AND LIVESTOCK
EQUIPMENT WILL HELP YOU MEET THESE NEW DEMANDS

HAY AND LIVESTOCK FOCUS



While corn and oilseeds have commanded much of the attention in Canadian cash crop production over the past few years, hay crops continue to be a steady contributor to farm cash receipts.

And in a world that is developing an increased appetite for forage-fed livestock and dairy products, look for hay crops to become more intensely managed as they compete for acres against the cash grains, or simply strive for higher returns on land well-suited to hay production.

At Case IH, the company's **"Be Ready"** platform of providing products and services to help you produce more food, more efficiently, from limited acres most definitely includes hay production equipment.

In fact, recent changes in the Case IH field organization bring sharper focus to serving hay growers, livestock producers and dairies. Six new hay and livestock field specialists have been named to serve key hay and livestock areas throughout North America, supporting Case IH customers and dealers alike with special insight on hay production equipment.

"This field specialist approach has been very successful for the cash crop segment of our business, and now we'll make similar

CLICK FOR MORE ON
**CANADIAN HAY A
VALUABLE EXPORT**

strides for hay and livestock producers," explains Zach Hetterick, Case IH manager for livestock marketing.

These field specialists will assist with questions such as selecting the best model for the application, how to use that equipment to its maximum potential, and how to apply new technologies.

For example, among all the factors affecting hay quality, "stage of maturity at harvest" ranks as one of the primary variables that growers can control. Having reliable harvesting equipment with ample capacity can most definitely contribute to capturing maximum protein, Hetterick notes.

Another part of the company's expanded commitment to hay and livestock markets is a more comprehensive line of tractors in the 60- to 140-PTO-hp range. In the **Farmall**, **Maxxum** and **Puma** models, you'll find tractors offering a broad range of features to match the needs of growers looking for maximum value, the latest technology or something in between.

Two newly introduced tractor series provide examples. The new Farmall 100A Series are a solid value choice with ample weight, power and hydraulic capacity to handle a wide range of tasks in the 90- to 115-PTO-hp range.

The Farmall C Series, from 65 to 85 PTO hp, have deluxe features for maximum productivity and operator comfort.

"The common theme for all our hay and



livestock tractors is reliable and efficient performance, with proven, fuel-efficient engines, ease of operator access and good visibility all around," Hetterick says. "All can be equipped with mechanical front drive and Case IH loaders. Cabs or ROPS and synchronized mechanical or power shuttle transmissions are available on most."

On the production side, Case IH offers a complete line of **hay harvesting equipment**, with class-leading products in each category. See more detailed descriptions beginning on page 23 in this issue.

"Case IH has a lot to offer hay and livestock producers, and you're going to see more from us in the coming months," Hetterick says.

This includes new models of harvesting equipment and the increased ability to apply new technologies to analyze and manage hay and forage using **Case IH AFS precision farming systems**.

"As a hay grower, livestock producer, or dairyman, you're going to be challenged to meet the increased global demand for protein," Hetterick explains. "Case IH will help you be ready." ■

NEW GROUP PROMOTES CANADIAN FORAGE

A new group was formed in late 2009 to help bring a more focused and coordinated effort to the Canadian forage and grassland sector.

The mission of the Canadian Forage and Grassland Association (CFGA) is to promote the growth of the forage and grassland sector by advocating a sustainable and environmentally friendly industry.

"The main purpose is to have a national voice for forages," explains Wayne Digby, CFGA executive director. "A lot of the issues among the groups that use forages, such as beef, dairy and to a smaller extent, equine and sheep, are common when it comes to research and technology transfer," he says.

CFGA was formed with the encouragement of the leaders of the individual provincial forage organizations, who continue to serve their individual grower members. CFGA also works closely with the Canadian Cattlemen's Association and Dairy Farmers of Canada.

One priority area for CFGA has been identifying and building export markets, including China and the Middle East. CFGA

missions to the Middle East, China, and participation at World Dairy Expo in the U.S. help identify opportunities and develop Canada's "forage readiness" to serve those markets.

"There are a lot of challenges and issues, including understanding regulations and protocols," Digby says.

CFGA's efforts have taken on greater significance as Canada's hay acreage and export tonnage has been pressured by the increased value of other crops such as canola.

"As our forages and grasslands compete against the perceived higher value crops, there's some concern about being able to meet the demands of the beef and dairy sector in the future," Digby explains. That's all the more reason, he says, for more research and product development in the production and utilization of Canadian forages for feed, export and crop rotation.

For more information on the Canadian Forage & Grassland Association, visit their website [here](#).

A VERSATILE PAIR OF WORKHORSES

You've got to-do lists and can't-wait-to-do lists. Case IH can help you Be Ready for both with Case IH Scout™ UTVs and Farmall tractors. Move, mow, blade, clear and more with the simple operation, rugged reliability, maneuverability and power of legendary Farmall tractors. Haul feed, track deer, discover new trails and take your crew along for the ride with a Case IH Scout 4WD utility vehicle. To learn more, see your Case IH dealer today or go to caseih.com



CASE IH PRODUCT FOCUS

CASE IH OFFERS A FULL LINE OF HAY AND LIVESTOCK PRODUCTION EQUIPMENT WITH EQUIPMENT CHOICES TO MEET EVERY PRODUCER'S NEEDS.

HAY PRODUCTION EQUIPMENT

FORAGE HARVESTERS AND BLOWERS

Select the proven Case IH **FHX300 forage harvester** for fast and efficient forage and silage production. Cut material in lengths from 3/16 to 1 5/16 inches (.5 to 3.3 cm). Add an optional processor to maximize feed quality in one operation. Match the FHX300 to an HDX10P or HDX20P windrow pickup head or an HDX3R three-row corn head.

Fill silos up to 100 feet (30.5 meters) tall with the Case IH **Model 600 forage blower**. Unload corn silage at up to 180 tons per hour; move haylage at up to 110 tons per hour.



CASE IH PRODUCT FOCUS

CASE IH OFFERS A FULL LINE OF HAY AND LIVESTOCK PRODUCTION EQUIPMENT WITH EQUIPMENT CHOICES TO MEET EVERY PRODUCER'S NEEDS.

HAY PRODUCTION EQUIPMENT

WHEEL RAKES AND MERGERS

Move crops easily and efficiently with Case IH wheel rakes and mergers. Both are designed for simple adjustment and dependable operation. WR and WRX Series wheel rakes are available in working widths up to 30 feet 10 inches (9.4 meters).

Efficiently combine two to three swaths with CM Series crop mergers at either 9 or 12 feet wide (2.7 or 3.66 meters).



CASE IH PRODUCT FOCUS

CASE IH OFFERS A FULL LINE OF HAY AND LIVESTOCK PRODUCTION EQUIPMENT WITH EQUIPMENT CHOICES TO MEET EVERY PRODUCER'S NEEDS.

HAY PRODUCTION EQUIPMENT

MOWERS

There's a Case IH mower for all hay-production applications. Choose from fast and efficient disc mowers from 5.5 feet to 10 feet (1.68 to 3.16 meters) wide, and mower conditioners with either disc or sickle cutting systems.



CASE IH PRODUCT FOCUS

CASE IH OFFERS A FULL LINE OF HAY AND LIVESTOCK PRODUCTION EQUIPMENT WITH EQUIPMENT CHOICES TO MEET EVERY PRODUCER'S NEEDS.

HAY PRODUCTION EQUIPMENT

WD 3 SERIES WINDROWERS

A superior operator environment, ample power and easy service define Case IH SP Series windrowers. Three models from 125 to an industry-leading 226 engine hp handle disc, draper and sickle headers. Cabs have generous legroom and superior visibility. Standard cab suspension and adjustable rear axle air bag suspension smooths the ride. Hydraulic and engine coolers swing out for quick, easy cleaning.

RD 3 Series disc headers use big 24.3-inch diameter (62-cm) discs with a new flatter design for a better cut. Knives are shaped to lift the crop; no lifters needed. The modular cutterbar design and easily removed shock hubs allow faster repairs. Smaller diameter auger tubes with deeper flighting move more crop faster. Roll gap and pressure can be easily adjusted in-field; roll gap can be visually confirmed. Choose the 19-foot (5.9-meter) RD193 header for maximum acres per hour.

DH Series draper headers have single knife or dual knife cutterbars in widths from 21 to 36 feet (6.4 to 11 meters). A new smoother transition from the cutterbar to the belt improves crop flow.

HDX 2 Series sicklebar headers deliver a consistently smooth, clean cut and effective crop conditioning. Choose from four widths from 12 to 18 feet (3.6 to 5.56 meters).

