

25 NEW FLUIDS FOR NEW DEMANDS

29 A NEW SMALL-CHASSIS PATRIOT SPRAYER

CANADIAN FARMING

CASE IH
AGRICULTURE

SPRING 2013

+ SEEDING, PRECISELY

**NEW PRECISION
DISK SINGLE-DISK
AIR DRILLS**

PRECISION FARMING & GUIDANCE

**MIXED IMPLEMENTS, ONE
TECHNOLOGY SOLUTION**



**CASE IH DEFINES
AGRONOMIC
DESIGN AT AG CONNECT**



THE MATH THAT GIVES YOU HIGHER YIELD POTENTIAL: $4 > 2$

The all-new Steiger® Rowtrac™ Series is built on four equal-sized, independent, oscillating tracks and a narrower suspension system straight from the factory. Four tracks mean you get proven Case IH Quadtrac® technology, giving you the most horsepower available when tackling row crop applications — resulting in more productivity. The Steiger Rowtrac Series, with the Efficient Power of our exclusive SCR engine technology, puts you at the forefront of farming innovation. Visit your local dealer or go to caseih.com/4isgreaterthan2.



BE READY.





ON THE COVER: New Precision Disk single-disk air drills deliver more even emergence and improved plant establishment for crops including soybeans, wheat, milo and hybrid rice.

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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.

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CANADIAN FARMING COMMENT

Producers First

During the first several months of 2013, many of you had the chance to personally experience Case IH at our displays at several major shows such as Ag Connect. Producers visiting these shows saw first-hand the latest technologies and innovations we are bringing to market.

There's no doubt that Case IH has the best, the highest quality and the most innovative product line we've ever had in the history of the company.

We've reached this point by listening to producers. That's what drives us. We listen, and we respond to the challenges you present with innovative products, value-added people, and an organization focused on delivering an extraordinary customer experience. The results benefit you in multiple ways.

Case IH Tier 4A Efficient Power engine technology is delivering more power while consuming less fuel. There are more than 25,000 of these engines in the field now, with over 10 million hours of use and building a solid reputation for efficient and superior performance.

Case IH AFS Precision Farming systems continue to expand in their ability to inform and control. With AFS, our aim is simple: give you more profit per acre. Integrated, rather than added on, these systems hold great potential for taking your crop production and management to the next level.

Case IH dealers are your primary connection to Case IH, and we have developed new programs to help them continually improve their overall expertise. Already best-in-class, look for Case IH dealers' capabilities to become ever-more focused on your meeting needs.

There is tremendous pride flowing throughout the entire Case IH organization. If you are a Case IH customer, thank you, and count on this momentum to continue.

If you aren't, now's the time to take a fresh look at the world of Case IH. Stop by your Case IH dealer, or visit CaseIH.com.

We are very excited about the opportunity for increased yield production in 2013 and we look forward to the chance to help you achieve it.

Jim Walker

Vice President, Case IH NAFTA



Case IH defines Agronomic Des at Ag Connect

EVERY PRODUCT
PLAYS A ROLE IN
MAKING EVERY
SEED COUNT

Producers looking for ways to bring greater efficiencies into their crop production operations found ample opportunity by exploring new equipment and consulting with knowledgeable product experts at the Case IH display at the recent Ag Connect Expo in Kansas City, Missouri.

“Ag Connect is a different kind of farm show,” explains Jim Walker, Vice President of Case IH North America Agricultural Equipment. “It’s designed to bring together top-tier full-time agricultural producers and the senior members of North America’s leading agricultural equipment providers. It’s a chance for them to network and interact in a professional and business-focused environment.”

Case IH fulfilled that opportunity with products representing all categories of its crop production systems. Each was supported by product specialists with extensive insight into the product and its role in maximizing output and return.



ign

✚ Interaction was the theme at the Ag Connect Case IH display. Top-tier agricultural producers had the opportunity to talk with Case IH senior managers and product experts in a comfortable and professional environment.



LONG-RANGE WEATHER OUTLOOK

Be ready ...

With weather having such a dramatic effect on crop production and crop prices, it was logical for Case IH to share the insights of several ag-focused meteorologists at Ag Connect.

In separate sessions, Jeff Doran, Senior Agribusiness Meteorologist with Planalytics, Inc., and Craig Solberg, Senior Meteorologist with Freese-Notis Weather Services each came to similar conclusions about near-term weather outlook for North America.

They both reviewed the conditions that lead to the formation of the La Nina or El Nino weather systems that can shape North American weather patterns. Pacific Ocean surface temperatures are warmer than historic norms, which could favor the development of a La Nina pattern over an El Nino. As of the end of January, these systems were a neutral state, with no clear direction for the formation of either La Nina or El Nino. Of the two, Doran says La Nina patterns appear a bit more likely. If so, this would present the potential for more weather extremes.

With the 2012 widespread drought on everyone's mind, Doran noted that weather rarely repeats itself year after year. Solberg explained that extreme drought can tend to lead to more drought because of the lack of moisture evaporating from the region's surface and reforming as precipitation. He, too, agreed that extreme conditions rarely repeat year-to-year.

Trying to predict long-range weather trends continues to be an inexact science, as both meteorologists note. But there are substantial resources dedicated to these forecasts.

Conclusions from the two speakers include:

- There appears to be the potential for a weather pattern to develop in North America similar to what was experienced in the period from the 1930s to the 1960s. Doran says current sunspot cycles are a contributing factor to this outlook.

- Analyzing weather patterns for your local area over the last 10 years can provide some level of predictability for weather conditions in the year ahead.

So what's a producer to do? Be ready ... to get crops planted, nurtured and harvested at their optimal times.

Weather premises

During his presentation, Doran shared three weather premises:

1. Year on year, weather repeats itself only 20 percent of the time.
2. There is no such thing as normal weather. But when planning long-term, "returning to normal" is your safest bet, with "normal" defined as your weather over the past 10 years.

3. No forecast can be 100 percent accurate. Be flexible in your planning. Anticipate changes and be proactive in your adjustments.



"Agronomic design" was a phrase frequently used by the Case IH experts as they discussed their products. It's a new initiative at Case IH that recognizes the most basic mission of all its crop production products: to make every seed count, in support of the challenge North America's producers face to meet the growing global demand for food.

"It's something we've always done," Walker says. "At Case IH, we have a unique focus and ability to find ways to help producers improve their soil-seed-plant growing environment, so we put a name to it – Agronomic Design. It allows us to tie together parallel activities with the shared focus of maximizing the yield and ROI potential of our customers."

The Case IH Agronomic Design initiative unites ongoing work in multiple disciplines within Case IH, including customer research, product development, field support, training and marketing. In addition to ongoing product development work, Case IH Agronomic Design efforts will include sharing information and expertise to help producers make the most of each seed's yield potential.

That was clearly demonstrated at Ag Connect, as product experts described how elements as seemingly unrelated as the new narrow-track Rowtrac tractors, the near-equal fore/aft weight balance of the new Patriot 2240 sprayer and the improved operator environment of the new Axial-Flow combine cabs all contribute to maximizing yield through benefits such as specific seedbed improvements and timely overall operations.

"Case IH equipment is designed to get farmers in and out of fields faster, so they can get more done during short operating windows," says Bill Preller, Senior Director of Specialty Business, Case IH North America. "Our equipment is flexible and durable enough to reliably operate in a variety of conditions while still providing an optimum soil-seed-plant growing



environment. Our design teams have supplemented their agronomic expertise with both field data and field experience to find new and innovative ways to create a better growing environment. Similarly, our field team supports local dealers and provides customers with knowledgeable advice to help them make the most of Case IH technology."

The field team Preller refers to is increasingly becoming a unique advantage of Case IH. The "red shirts in red trucks" are Case IH product specialists who travel their assigned areas in distinctive red Ram pickups, supporting dealers and customers alike with their special expertise on a specific product.

In fact, two-thirds of the Case IH staff is located in the field, near their customers and dealers. And while the specialists have deep insight into their designated product category, such as tractors or tillage, they can address the benefits of having fully integrated systems that work together for maximum efficiency.





+ Visitors learned how Agronomic Design infuses all aspects of Case IH product development, from the shape of ground-engaging implements to in-cab controls that help operators be more productive for timely field operations. Machines on display include the new Steiger Rowtrac 500, with 500 engine horsepower.

Case IH AFS Precision Farming systems provide the technology that is enabling new efficiencies, ranging from autoguidance and variable-rate applications to telematics and the opportunity to monitor real-time machine status from remote locations. These capabilities are built into Case IH equipment, rather than added on. At Ag Connect, visitors saw not only the new AFS technology, but the investments Case IH is making to support AFS users with focused training through AFS Academy, the capabilities of AFS Certified dealers and the assurance of 24/7/365 response from the AFS Service Center.

"We put producers first," explains Walker, as he describes why the company has made substantial investments in new products and customer support.

"We listen to what you tell us, and we respond with innovative products, knowledgeable people and an extraordinary customer experience." ■



FOCUS ON WHAT YOU CAN CONTROL

The Hefty brothers talk agronomy

Brothers Darren and Brian Hefty, producers and co-hosts of AgPhD radio and television, evaluate different crop production practices on their home farm near Baltic, South Dakota. They focus on the aspects of crop production you can control: fertility, weed control, and protection from insects and diseases.

As guest presenters at the Case IH booth at Ag Connect, they shared insights gained from nurturing crops through 2012's moisture-challenged conditions. Here are some of their observations:

- ▶ "There continues to be lots of interest in vertical tillage. Especially with those long, tough cornstalks, vertical tillage works so nice to size the stalks and get soil contact started for decomposition. We're using a chopping corn head, which has made a big difference in residue management."
- ▶ "Cover crops can help reduce erosion, improve soil structure and add organic matter. They are viable if there's two month's worth or more of growing time left after the main crop comes off."
- ▶ "On our farm, we're moving from no-till to strip-till. Strip-till gives us a warmer soil at planting time, and we have fertilizer placed 8 to 10 inches deep directly below the row."
- ▶ "In a dry year, fertilizer doesn't move down through the soil profile. Getting fertilizer deeper in the root zone made a difference for us last year."
- ▶ "Variable-rate seeding makes sense. On those low-potential hilltops, why not dial the rate back and save some expensive seed?"
- ▶ "You have to be willing to try new things."

“

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below the row.”**

Darren and Brian Hefty



BE READY.





HOW DO YOU FEED THE PLANET? CREATE A BETTER GROWING ENVIRONMENT.

At Case IH, we design equipment with a producer's agronomic needs in mind. Our Quadtrac® technology, soil management and planting systems are designed to foster a better growing environment that maximizes yield potential. We've developed equipment that gets you in and out of the field effectively to make the most of short weather windows. And our deep understanding of agriculture helps producers when they need it most. Case IH agronomic design keeps producers ahead of today's increasing demand. Will you be ready? For more information, go to caseih.com/agronomicdesign.



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FULLY INTEGRATED, OPEN-ARCHITECTURE TECHNOLOGY THAT ISN'T AFRAID TO GET ITS HANDS DIRTY.

Case IH Advanced Farming Systems is dedicated to helping producers be ready. AFS delivers an integrated, less complex precision farming solution, built right in to our equipment using a single display across machines. Built on open architecture, AFS can interface with your existing equipment, no matter what color it is. And our specialists in the field, AFS Support Center engineers and AFS Academy trainers, are there to help you maximize your operation's potential and keep you rolling 24/7/365. Visit an AFS Certified Dealer or go to caseih.com/AFS to learn more.



BE READY.



Mixed implements, one technology solution

THE CASE IH AFS PRO 700 DISPLAY COMMUNICATES WITH ISO 11783-COMPLIANT IMPLEMENTS

Producers having a preference for one brand of tractor and varying brands of implements have often faced challenges in getting the tractor and implement to communicate through the tractor's display.

The farm equipment industry's adoption of the engineering standard ISO 11783, which provides a standardized communication network between tractors and implements, has greatly simplified the task of connecting tractor displays and implements.

And while it has become easier to do the simple implement operations like "raise and lower," more complex operations such as initiating prescription seeding have, in some cases, continued to be difficult.

Case IH addressed this challenge as part of the continuing evolution of the AFS Pro 700 display. All AFS Pro 700 displays include ISOBUS Task Controller software as an unlock feature that can communicate with the compatible task controller software on an implement's electronic control unit (ECU).

It's a two-way dialogue. Tasks are sent from the ISOBUS controller in the Pro 700 display to the implement's task controller. The implement task controller works according to those tasks and then reports what has been done back to the task controller in the Pro 700, which logs the activity and makes the data available for export to desktop software.

"The ISOBUS Task Controller gives producers the versatility to use ISOBUS implements that are not our own while still benefiting from the advantages of Case IH integrated technology," says Trevor Mecham, AFS Marketing Manager for Case IH North America. "This capability is built into the Pro 700 display, so producers have seamless versatility with the Case IH open architecture."

Tasks relating to field operations such as fertilizing, planting, spraying or baling, can be created in the Pro 700 display prior to starting work, or they can be created in desktop software and then exported to the Pro 700 display using a USB stick.

The ISOBUS Task Controller provides three levels of functionality. (The Geo and Section functions require a GPS position.)

TC BAS (Basic)

- Allows for reading and writing total values from the task of an implement task controller.

- Accumulates total values for variables such as distance, time and total area.

TC Geo

- Reads and/or writes site-specific values from the task of an implement task controller, based on GPS position.
- Uses a prescription map for variable-rate applications and logs the "applied" data (coverage maps).
- Controls up to five different products (different rates or prescription maps) if they are controlled by a single implement controller.

TC SC (Section)

- Allows sections to automatically switch on and off, based on a geographic position, to avoid overlaps.
- Supports up to 48 sections.

With the ISOBUS Task Controller software in the Pro 700 unlocked to enable these functions, there's no need for separate pieces of hardware, or software, or a separate installation kit to manage compatible implements.

"The industry is moving toward ISO compliance," explains Mecham. "Case IH is ahead of the curve with this ISOBUS Task Controller, which combines the display, monitor, controller and adapter into one offering. It's a less complicated, more efficient solution." ■

➤ USING THE AFS PRO 700 DISPLAY AND A COMPATIBLE IMPLEMENT

Here's how you can gain full functionality of a compatible non-Case IH implement and a tractor using the Pro 700 display with its ISOBUS Task Controller software activated.

- Use your desktop software to create a new task (similar to creating a management tree) or create a prescription map.
- Save this data in an IXO.XML format and export it to a USB stick.
- Plug the USB stick in the Pro 700 display, and connect the ISOBUS implement to the tractor.
- Your display choices include:
 - Create a new task.
 - Import the task from the USB. The task automatically imports when the USB is plugged into the Pro 700.
 - Create a new task and import the variable-rate map for that task.
- Activate the task and begin working.

The display can be set to coverage map using the TC GEO function. If the implement has sections, they can switch on and off, based on the automatic overlap control in the TC SC function.

When the field work is completed, the job totals will be displayed in the TC BAS function. The task data is logged onto the USB stick, and can be imported into the desktop software.

Use ISOBUS Task Controller software in the AFS Pro 700 display to control other brands of compatible implements.



The ISOBUS Task Controller is an unlock feature available on AFS Pro 700 displays. Contact your Case IH dealer for unlock details and cost. Information and support for all AFS products is available online at www.caseihafs.com.



“A terrific herd of cows”



Heather and Jennifer Peart

TWO ONTARIO SISTERS BUILD A HIGH-QUALITY HERD AS THEY TAKE OVER THE FAMILY DAIRY FARM.



“We’ve always been very involved in the farm,” explains Heather Peart. “I’ve been a paid employee since I was 8, I bought my first cow at 14, and Jennifer and I bought our first land on our own, when I was 18.”

Now Heather and Jennifer of Hagersville, Ontario, are living out a plan that took root as soon as it became apparent they had a passion for dairy cows. They are gradually taking over Peartome Farms from their parents, Doug and Mary-Ann, by buying land, cattle and equipment on their own.

“Our parents have been really good to work with,” Jennifer explains. “Once they knew we were keen on the ag industry, they said they don’t need anything more in their names. We should be the ones borrowing, investing and building equity to eventually buy them out.”

That’s not an uncommon approach among

farm families, but what sets the Pearts apart is Jennifer’s and Heather’s unwavering focus on taking over the operation, dating back to those early days of paid chores.

As they worked on the farm, they put the money they earned back into the operation by buying individual cows. They also built up their savings accounts in anticipation of college expenses. When unexpected scholarships arrived – reflecting their strong academics and involvement in agriculture, 4-H and their community – they used part of those college savings for down payment on a nearby 50-acre plot of land. They have made two more land purchases together, bringing their total to 200 acres, and the farm’s total to 700.

Both attended the University of Guelph. Jennifer graduated in 2006 with an agricultural business degree; Heather graduated in 2009 as an animal science major.

Now, they are both putting their degrees to work. Heather is home on the farm every day while Jennifer goes to her full-time job as an agricultural lender – after handling the morning milking. “Other people go to the gym in the morning; I go to the barn,” she says.

Of all the aspects of running a farm, Jennifer’s and Heather’s primary interest is their cows. They milk 70 head in a herd of nearly 200 that’s comprised of mostly Holsteins along with some Jerseys. Jennifer became intrigued with them after helping take care of several neighbor’s Jerseys 15 years ago. “I thought they were cute,” she says. “Now we’ve established a strong cow family with the Jerseys.” In fact, her herd, Maple Leaf Jerseys, recently won Jersey Canada’s Constructive Breeder Award for 2012.

Breeding from within the herd, using embryo transplants, is a point of pride for the sisters. The Peart family has been honored three times with a Master Breeder shield from Holstein Canada which recognizes herds with a high ratio

“We have switched completely from haylage because we think ‘baleage’ is the way to go.”



◀ The sisters milk 70 head, seven at a time, twice daily in the family’s tie-stall barn.

➤ Heather's Holstein, "Card Shark," and Jennifer's Jersey, "Malibu," have both earned "excellent" ratings by their breed associations. At her peak, Card Shark averaged 70 kilos, or 154 pounds, of milk per day. Jennifer developed an interest in Jerseys after helping take care of a neighbor's herd. Today, Jerseys represent about 20 percent of their herd. The sisters have made strides in improving their Jerseys and Holsteins through embryo transplants from their higher-producing cows.

of breeding cows having high production, outstanding conformation and overall quality.

"We viewed that award as a lifetime goal, and now we have achieved it three times," Heather says. "That's been very exciting. We have a terrific herd of cows."

It takes a good ration to sustain a superior herd, and Jennifer and Heather have focused on producing more of their own feed inputs to sustain high milk production and butterfat above 4 percent.

Thanks to their added acreage, they have increased the amount of home-grown high-moisture corn in the milking herd's TMR ration that includes a protein concentrate and corn silage. Baled hay silage – 'baleage' – is fed separately.

"Purchased feed is the most expensive, so anything we can grow on the farm is more cost efficient," Heather says.

On this count, Case IH equipment – notably the silage-capable round baler with the rotor cutter – has played a key role. They purchased their first RB 454 silage baler five years ago, and recently traded it for a new one of the same model. "The baler is fantastic. It's amazing how much more particulate matter you can get in a bale. We have switched completely from haylage because we think 'baleage' is the way to go. It's faster to make, the bales are so consistent and nicely packed, and it's a terrific feed quality."

The Peart haymaking team consists of Mary-Ann, who runs the mower-conditioner, and Heather, who does the baling. Heather has baled more than 4,200 bales with the RB454

over the past two years and recently clocked 5,000 hours on the Case IH Maxxum 5240 tractor. She has baled more than 30,000 bales since her high school days using that tractor. "We're good friends," she says.

Along with buying cows and land, Heather and Jennifer are increasing their stake in the operation by purchasing equipment with an



➤ Heather uses their MXU125 tractor daily to move high-moisture corn from its plastic bag storage into a TMR mixer. She says their Case IH dealer located this narrow bucket that's well-matched to the width of the bag and the mixer.

“
These
nice
tractors
are easy
to drive,
and they
make
farming
a lot
easier
for us.”

eye on productivity. Along with the new baler, they added a new Case IH DC162 rotary disc mower conditioner that's 3 feet wider than the unit they're replacing to help them get more hay cut, faster.

"It seems as if our window for having consecutive good weather days has shrunk," Jennifer says, "and the better quality hay we make, the better our milk production is for the rest of the year."

Their decision for the new equipment was spurred in part by a recent zero percent down financing promotion Case IH offered on hay equipment, and their priority on having reliable equipment. They depend on their equipment, which includes a Puma 155 tractor and an MXU125 tractor, every day to feed and tend their herd.

"These nice tractors are easy to drive, and they make farming a lot easier for us," Heather says.

The sisters say their Case IH dealer fills an important role by helping them determine when it's a good time to trade, and supporting them with service needs. "Our dealer's service people cannot be surpassed," Heather says. "We are

well taken care of," Jennifer adds. "Our dealer is committed to keeping us, and all their customers, going."

In fact, they count their Case IH dealer among a small group of trusted advisers that add insight Jennifer and Heather say they need at this stage of their careers. These include a crop consultant, a vet, a feed consultant and a nutritionist, each of whom is helping make the Pearts' operation more efficient.

"We think a key to being successful is partnering with people who are good in their respective fields, and we value long-term relationships with them," Jennifer says.

Looking ahead, the sisters want to expand their skills to encompass all aspects of the farm. "Dad was down with a broken foot last summer, and we realized all the things he was doing that we weren't," Jennifer says.

With additional milk production quota being difficult to obtain, they have an eye on continually improving their herd's production, paying down some debt, and adding more land when it becomes available. Jennifer says that the insight she gains as an ag lender drives home the importance of being efficient.

And, they want to keep this family farm going.

"Heather and I are the fourth generation on this farm, and we've been given the opportunity to be involved. Now we want to take over the responsibilities from Mom and Dad so they don't have to be here every day, working." ■



MAXIMUM YIELDS BEGIN WITH CASE IH

Our engineers designed Case IH equipment to foster a better growing environment that maximizes yield potential. And our deep understanding of agriculture helps producers when they need it most. Case IH agronomic design keeps producers ahead of today's increasing demand. And with **0% financing*** from CNH Capital on select new Case IH equipment you can **Be Ready** for the season ahead.



BE READY.



CNH CAPITAL

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Seeding, precisely



NEW PRECISION DISK SINGLE-DISK AIR DRILLS OFFER BEST-IN-CLASS SEED PLACEMENT AND ACCURACY. THE OPTION OF NEW ONBOARD SEED TANKS BROADENS THEIR APPEAL TO MORE PRODUCERS LOOKING FOR HIGHER-CAPACITY SOLUTIONS FOR DRILLED CROPS.

The new Case IH Precision Disk 500 and 500T single-disk air drills have a completely new row unit designed to deliver accurate seed placement and depth control with consistent seed-to-soil contact across varying soil and tillage conditions.

Each row unit uses an all-new 18-inch diameter single-disk opener set at a 7-degree angle. These single-bevel disks slice through residues to open a high-quality seed trench, even at shallow depths, while minimizing "hair-pinning" of residue in the trench. Each disk opener runs alongside a gauge wheel to maintain accurate depth. A single hand-operated "T-handle" depth adjustment on each row can set depths to 3.5 inches deep in 14 clearly marked increments.

Newly designed double-edge closing wheels feature an indented center that reduces compaction over the row while providing excellent seed to soil contact.

These new row units are attached to the frame using a parallel-link design that keeps them level over varying terrain, and allows each row unit to move independently of the unit next to it.

The down pressure on each opener is controlled by a patent-pending progressive-rate down pressure spring. A single-point hydraulic control system maintains consistent down pressure across all row units. Choose from 60, 75 or 100 pounds of down pressure on each closing wheel. An exclusive optional in-cab control lets you adjust down pressure on-the-go.

The openers place the seed at the base of seed trench; there's no need for a seed shelf. The high-mounted forward-facing seed tube

↑ The Case IH Precision Disk row units provide more accurate depth control and the ability to accurately place and cover seed in a wide range of field conditions, including min-till and no-till.

reduces wear and minimizes plugging.

These components work together to maintain consistent seed depth and uniform coverage. "The new Case IH single-disk row unit sets a higher

standard for seeding," explains Dale Simpson, Case IH Seeding Marketing Manager.

"These new agronomically designed row units cut through residue, open a uniform seed trench, accurately deliver the seed, and close and seal the trench for improved germination and plant-stand establishment," he says.

These new models continue to deliver on two of the long-standing qualities of disk drills: simplicity and productivity.

They ride on a durable new welded frame with the industry's best wing flex: 10 degrees up and 15 degrees down. A "V" design for the main center frame evenly distributes weight across the carrying wheels for reduced compaction and greater stability during transport.

The Precision Disk 500T drill has an onboard bulk seed tank with 70 bushels of seed capacity for the 25- and 30-foot models, and a 100-bushel tank on the 40-foot models. A new hydraulically driven seed meter includes your choice of fine, medium and coarse rollers to

cover all crops.

All Precision Disk 500T drill features, including population rates and prescription seeding, can be managed with the AFS Pro 700 display,

where seeding information can be displayed on one page. New flow sensors provide accurate population estimates for larger-seed crops. A bar graph shows target rates and seeding flow. GPS

+ CROPS

Use the new Precision Disk single-disk air drills to plant a wide range of seeds that don't require singulation. Examples include:

- ➔Wheat
- ➔Milo
- ➔Hybrid rice
- ➔Soybeans
- ➔Canola



or radar speed inputs provide accurate seeding rate information.

An optional AFS four-section overlap control eliminates overlap on turn rows and in odd-shaped fields. A two-section manual shut-off is standard.

The Precision Disk 500, offered in 30- and 40-foot widths, gets its seed supply from an external air cart, either in tow-behind or tow-between configurations. Choices include Case IH Precision Air carts in two- and three-compartment models with capacities from 280 to 430 bushels. They are a good choice for producers looking for higher capacity as well as the option to apply dry fertilizer with the seed.

When paired with a Case IH Precision Disk air cart, the Precision Disk 500 features optional variable-rate hydraulic seed metering controlled through the AFS Pro 700 display.

Faster seeding

Throughout the development process, the Case IH engineers targeted faster seeding speeds as one of the criteria for these new drills.

“Producers told us about their ‘window of opportunity’ for ideal seeding times getting shorter,” Simpson says. “We also have the capabilities of our new Magnum and Steiger tractors to pull big implements faster, with their

SPECIFICATIONS

Working width (500T):	25, 30 or 40 feet
Working width (500):	30 or 40 feet
Row spacing:	7.5 or 10 inches
Row shut-offs:	Shut off every other row to seed in 15- or 20-inch row spacings
Transport width:	25 foot (500T only): 12 feet wide by 12 feet tall 30 foot: 12 feet wide by 13 feet tall 40 foot: 18.5 feet wide by 13.8 feet tall
Seed tank capacity (500T only):	25 and 30 foot: 70 bushels 40 foot: 100 bushels
Monitoring and control:	Compatible with Case IH AFS Pro 700 and AFS Pro 600 displays and other brands of ISO 11783 compliant displays
Variable rate (prescription) and overlap control:	Optional

Efficient Power engines and operator comfort features such as suspended cabs.”


For these reasons, these new drills are designed to perform in the 5- to 8- mph range. One feature in particular – the forward-facing seed tube – helps maintain accurate seed placement at these higher speeds.

“The seeds drop and stop, rather than tumble. They stay in the trench and are consistently covered,” he says. All the drills’ wheels are mounted on independent walking beam suspensions for a smoother ride with less potential for row units to bounce on rougher ground.

“Higher yields will come from improved

genetics and a better seed environment,” Simpson says. “The seed companies will control the genetics, and it’s up to you to provide the seed environment. These new Precision Disk drills are a step forward for producing that agronomically superior environment.

“These are versatile, high-speed, high-productivity drills with the ability to work in a wide range of soil and residue conditions.” ■

 The Precision Disk series includes the 500T models having an onboard seed tank and 25, 30- or 40-foot widths, and the 500 models designed for tow-between or tow-behind air carts in 30- or 40-foot widths.



AN EXTENSIVE AND FOCUSED DEVELOPMENT PROCESS

The workup on these new disk drills began more than five years ago, following a process Case IH calls Customer Driven Product Design (CDPD). “It starts with us asking producers what they wanted to see in a product like this,” explains Dale Simpson, Case IH Seeding Marketing Manager. “We challenged them to think ahead, to envision what their needs would be as they expanded their operations.”

Then throughout the design and development process, producers were

brought back to check in on the progress of the new drills, and eventually field-test prototypes. “This helps us make sure we’re on the right path,” Simpson explains. These new drills have been thoroughly tested on more than 55,000 acres since 2009.

“Producer input, through the CDPD process, helped identify and confirm a number of the innovations big and small that come together to make these new drills highly productive, easy to use, and agronomically superior,” Simpson says.

OUT WHERE THE WORK IS

As more and more reports come in from the field, all across North America, one story emerges again and again: The Case IH Be Ready promise is backed up by much more than innovative, advanced equipment. It all comes down to people, working face-to-face, to supply the support and expertise producers need to meet the growing demands of today's agriculture.



CASE IH HAS THE MOST SUPPORT PEOPLE OUT IN THE FIELD

CASE IH DEALERS: MORE THAN BEST-IN-CLASS; IN A CLASS BY THEMSELVES

Case IH dealers are the backbone of the Case IH network. They're the ones who understand your part of the country and your operation. They're the ones ready to help you find the right equipment, with the best options, along with the tools and attachments to fit the demands of your operation. These aren't folks who ask, "What can I sell you?" They're more likely to start with, "What do you need to do?"

And Case IH dealers support their customers with a full line of Case IH parts and components. Plus full-service maintenance programs and industry-leading warranties. You'll find expertise applied by skilled, factory-trained service professionals committed to providing you maximum uptime, season after season.

THAT FAMILIAR RED PICKUP MEANS THE CASE IH FIELD TEAM IS ON THE JOB

It's easy to spot the Case IH field team at work. For one thing, they show up in red shirts, in red Ram trucks. And more important, they're easy to spot because there are simply so many of them. In fact, more than two-thirds of Case IH North American staff work not in an office or cubicle, but out in the field where the work gets done.

BECAUSE YOU GROW MORE THAN CROPS

CNH Capital's extensive experience in the agriculture industry has created a deep understanding of your unique needs. Competitive equipment financing with flexible payments can be timed to your cash flow. Or, conserve capital and reduce upfront payments with operating and finance leases. For other needs, choose credit cards specific to the agricultural industry, or let us help you finance crop-input products or land rental. CNH Capital helps you find financing options that fit the way you farm.

EQUIP, ADVISE, SUPPORT: CASE IH PROFESSIONALS ARE ON YOUR TEAM

Case IH puts more professionals in the field than anybody in the industry: a network of dealers along with Case IH Field Specialists provide expertise to equip you, advise you, support you every way they can. Parts and service technicians ready to assist you before, during and after the sale. CNH Capital to work with you to customize financing solutions to identify what works best for your situation.

It's an integrated system, with equipment, maximum service and financing options in one package – all focused on getting you ready for whatever comes next for you and your operation.



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THIS MARYLAND PRODUCER HAS MET
THE CHALLENGES OF FARMING IN A
CHANGING AGRICULTURAL LANDSCAPE
BY BUILDING A UNIQUE AND
MULTIFACETED BUSINESS.

Embracing change

Tommy Bowles started out as a young farmer working about 50 acres of family land, mostly dedicated to tobacco. Today, his enterprises include farming nearly 6,000 acres of cash grain, a trucking company, snow removal services and a thriving agritourism destination.

He followed his grandfather and father into raising tobacco, but soon found himself more interested in grain crops, partly for their efficiency compared to the labor-intensive tobacco. "Labor just kept getting harder to get," he says.

As his area some 60 miles south of the nation's capital in Washington, D.C. evolved from agriculture to more of an exurban area, Bowles rented land from retiring farmers and families no longer involved in their family farms. Today, most of his land is rented; he serves more than 90 landowners.

Growth, for Bowles, has come through doing a good job for his landowners, adding the equipment capacity he needs to efficiently handle more acreage, and importantly, hiring good employees. In fact, his desire to keep employees employed year-round has shaped his operation into his current interrelated businesses. "I try to

keep everybody busy," he says.

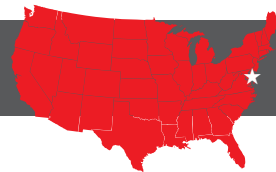
Reflective of the declining number of farmers, the area lacks a strong agricultural infrastructure. Bowles has focused on making his operation self-sufficient, which has led to other opportunities. For example, he has a 250,000-bushel grain facility for his grain and also serves other farmers. He expanded his fleet of semi trucks used for his own grain hauling into commercial hauling; now his trucks frequently haul corn to the large poultry operations on Delaware's Eastern Shore and return with poultry litter, lime and fertilizer.

He invested in a commercial-capacity dry fertilizer spreader, a Case IH Titan FLX 4300 Series floater and spreads fertilizer for others as well as on his own ground.

Bowles' trucks and tractors are outfitted with snow removal equipment including blades and



+ Tommy Bowles farms nearly 6,000 acres of cash grain near Clements, Maryland.



He harvests with a pair of Case IH Axial-Flow combines, a 7120 and a 2588. After running a Model 2162 30-foot flex draper header for the 2011 harvest, he purchased a second one for the 2012 harvest. "Those headers are high-dollar pieces of equipment, but they very much pay for themselves. They do a better job, they save more of the crop, and we can run more hours by starting an hour or two earlier and running later at night," he says.

He likes the overall size and capacity of these two combines. "We don't have a lot of big farms, and we do a lot of moving on the road. That 7120 is a perfect combine for the area," he says.

With the move to reduced tillage, Bowles handles most of his field work with two Magnum 255 tractors and a midrange Magnum 210 CVT tractor. A JX70 tractor earns its keep mowing the corn maze grounds and snowplowing in tighter spots. A long time user of site-specific yield monitoring on his combines, Bowles is now adopting autoguidance on the tractors, and expects to add planter row-shut-offs and other technologies.

"My son and my nephew are in the operation now, and they're taking more interest in these new technologies," he says. "As we update our equipment, we'll get the new technology along with it."

The move to min-till and no-till has helped reduce Bowles' overall crop production costs, and has helped him comply with the nutrient management requirements of the Chesapeake Bay management zone. "It's been a good thing," he says of the reduction in soil and fertilizer run-off. "They say the crabs and oysters in the Bay are improving. Most everybody around here has buffers in the fields and waterways. Farming practices are a lot better than they were 15 years ago, and with all the soil sampling we're doing, we're saving money on fertilizer."

Now, Bowles is thinking of ways to manage crops for the potential continuation of the dry spell that's affected his area.

"Weather's the big factor here," he says.

He'll be planting corn varieties



“A lot of this ground is real heavy. The Turbos air it out, and get us planting earlier.”

spreaders for salt and liquid deicer. When snow or ice threatens, he readies more than 30 pieces of equipment to clear hospitals, schools and shopping centers, along with local roads and highways. He has a roster of seasonal employees on call for the snow-removal work.

While these sidelines add income and keep employees and equipment busy, running the farm is Bowles' primary job. Crops include close to 3,000 acres of soybeans, about half of which are double-cropped; 1,800 acres of corn; 1,400 acres of wheat; 300 acres of barley and 25 acres of pumpkins.

Min-till savings

Over the last few years, Bowles has adopted minimum tillage for most of his land, thanks in large part to the soil management performance he's seen from a pair of Case IH True-Tandem

330 Turbo vertical tillage tools.

"A lot of this ground is real heavy. The Turbos air it out, and get us planting earlier," Bowles explains. He says they spread a lot of poultry litter, which the 330 Turbos work into the soil.

"We run four or five hours ahead of the planter to get the dirt dried out a bit. We make one pass and plant," he says.

The 330 Turbos are the only tillage tools Bowles now uses for most situations. "We used to do a lot of disking and field cultivation. Now we've cut it back to one trip."

Bowles uses three 16-row planters for corn and soybeans including one Case IH 1240 Early Riser. He's made updates to it including trash sweeps, spiked closing wheels and a hydraulic down-pressure kit, which he says makes the Case IH planter his best performer in no-till conditions.

that have shown more drought tolerance and reducing populations a bit.

Using longer season varieties of both corn and beans is another part of his drought management strategy. That pushes his harvest later into the fall, but also increases the odds of catching a late-season rain, which helped them last year.

Equipment uptime

Minimizing risk wherever he can is important for Bowles. Every year, he has his Case IH dealer perform the detailed Uptime Service inspection and maintenance on his combines, planters and tractors. "This gets them 100 percent ready to go back to the field," he says. "Uptime is a key factor in any operation."

His tractors, he adds, have the special demands of snowplowing which includes lots of hours in all conditions. "We're out there on the highway with them. Everything needs to be in

tip-top shape."

As his operation has expanded, Bowles has counted on his Case IH dealer to introduce equipment, like the draper headers, that will help him be more efficient. "They will demo equipment for us, and let us rent it before we commit, if we want to. And when we pick up the phone with a service problem, they get out here. It's a good relationship."

The spotless appearance of Bowles' equipment reflects the pride he has in his operation, and the type of workplace he wants to

provide for his employees.

"I attribute our success to the people who work for us," he says. "They want to make things happen, and they go the extra mile." ■



ENTERTAINING AND EDUCATING

More than a decade ago, Tommy Bowles had a vision that took a bit of convincing to his family. "They thought I'd lost it," Tommy says, as he described his plan for an agritainment sideline. He said articles he had seen about corn mazes and pumpkin patches caught his interest. The nonfarm population of their county was growing, he explains, and one of their properties bordered a busy road which would be highly visible to passers-by. Twelve years later the Bowles' "Amaz N Place" is now a popular attraction that's been featured on television as "southern Maryland's largest corn field maze."



+ Tina Bowles manages the Amaz N Place with their daughter, Nancy.

What started as a seasonal corn maze and pumpkin patch has expanded into a year-round banquet hall and catering business that's the site of many wedding receptions and local events.

Tommy Bowles' wife, Tina, and daughter, Nancy, manage the Amaz N Place.

"This is something we wanted to do because there are so many kids that don't know where their food comes from," Tina explains. Each year, the Bowles produce a short video about their crop production that's viewed by the many school groups that visit the maze, and Tommy is often available to answer questions from other

guests. Those often center on the use of GMOs, he says, and he responds by describing the dramatic reduction in chemicals these crops allow.

The Bowles make a new maze each year with the help of a designer who develops the intricate patterns and forms them in the field by cutting the necessary corn plants shortly after emergence. "It's not as simple as it sounds," Tommy says. Each annual maze symbolizes some aspect of the local community.

Another consultant helps them identify new themes and attractions. A kiddies' barrel train pulled by a Case IH Scout, a petting zoo, straw jumping pits and a pick-your-own pumpkin patch are among the many activities. Nancy's husband, Ricky, constructs many of the features.

Their farm has also become an annual stop for a points series race of the United States Lawn Mower Racing Association. Their clay-surface oval track is billed as one the "top lawn mower racing facilities in the country" and features more than 100 riding lawnmowers competing at speeds topping 60 mph in the fastest classes. The Bowles host this event as a fund-raiser for the local rescue



+ The design of Bowles' annual corn maze represents an aspect of their farm or the local community. Their agritainment destination includes traditional farm activities plus educational exhibits. The site includes a banquet hall that hosts wedding receptions and local events.

squad and Optimists. "Last year, we raised close to \$60,000 for them," Tina says.

As with the farm, Tina credits good help for making the maze, the banquet services and related events successful. She enjoys having her family and friends involved, and providing a venue that tells a part of ag's story along with a fun experience that brings people back year after year.

"We don't have a lot of weekends off, but that's OK. We enjoy doing this, and giving back to the community," she says.

Leasing gives you options for new opportunities

YOUR EQUIPMENT AVAILABILITY SHOULDN'T LIMIT THE ABILITY TO FARM MORE LAND

In Canada's current fast-paced farming environment, opportunities can arise quickly. You may find yourself suddenly calculating out a competitive bid to rent more land, or analyzing an opportunity to buy more land.

Either way, you may need more equipment, but with special considerations. That rented land may be up for bid in another year or two; making the potential purchase requires a strong balance sheet.

Equipment leasing can help. This time-honored alternative to purchasing equipment continues to be a good option for special situations.

In the land rent examples above, a one- or two-year operating lease can give you the additional capacity you need for what might be a short duration if the continuation of the land rent is uncertain. In addition, if a pending purchase requires a balance sheet that won't support more equipment ownership, lease payments can help, as they come off of your operating budget.

An operating lease allows you put equipment to work at the cost of the lease payments. You don't have to carry the value of the equipment on your balance sheet.

The operating lease doesn't require a significant down payment. While you do need adequate cash flow to meet the payments, you won't have capital tied up on your balance sheet.

Conversely, because you don't own the equipment, you don't gain the tax deductions of ownership such as Capital Cost Allowance, although the lease cost can be a business expense for you.

At the end of the operating lease term, you simply turn in the equipment. There's no need to sell it, trade it, or otherwise dispose of it. You can also re-lease the machine, or purchase it.

Operating leases let you identify and apply specific equipment expenses. For example, because the lease cost is confirmed, you can project accurate costs per hour, or determine equipment costs on a per-acre or projected per-bushel basis.

The ability to accurately project per-hour or per-bushel costs is especially beneficial to producers who want to identify profit opportunities in forward contracting and other risk-reduction strategies.

Operating leases can apply to new or used equipment. Generally, current or late-model equipment is offered. This means you're using equipment that has the latest technologies for productive and efficient performance. It's also an opportunity to see if a particular size or model of equipment is a good fit for your operation.

Operating leases may offer flexibility in terms of payment schedules to meet your cash flow projections. Terms, such as hours of use, insurance, and maintenance costs can be specified, as well.

For most any situation where equipment is needed for a definite period, and/or cost projections need to be tightly budgeted, an operating lease can serve as a solution. ■

➤ ACQUISITION OPTIONS

Operating leases are a good tool for meeting specific equipment and financial management needs. They are just one of the several equipment acquisition options offered by Canadian Case IH dealers through CNH Capital. Each offers special advantages for specific situations.

➔ Finance leases provide advantages of ownership, such as building equity in the equipment, with end-of-term options including returning the equipment or exercising an option to purchase.

➔ Fixed rate financing confirms one rate for the life of the loan. The payments are predictable and can protect against higher rates, if interest rates should increase.

➔ Split-rate financing sets specific rate changes during the loan contract period. Commonly, these start with lower interest rates that increase. Like fixed-rate financing, split-rate financing provides predictable payments, and can be efficient if you anticipate trading the equipment in a year or two.

Other options, such as zero-percent down, or waiver of finance charges for a specified period, are sometimes offered by equipment manufacturers as a purchase incentive. These special promotions can provide savings in finance costs.

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.





RED AND READY

SPRING MAINTENANCE EVENT

YOU CAN ROLL THE DICE. OR YOU CAN BE READY.

Spring planting is just around the corner. Is your equipment ready for peak performance? Don't take chances with anything less than genuine Case IH parts. Visit our online Productivity Hub for valuable offers, financing, maintenance checklists, videos, and more.

Stop by your Case IH dealership or visit BeRedandReady.com to get started.



NO PAYMENTS | NO INTEREST

FOR 120 DAYS*

*At participating dealers. For commercial use only – not intended for personal, family, or household use. This offer applies to purchases of \$1,000 or more of new genuine Case IH crop production, Case IH crop production kits or precision farming and application parts and related services made using the CNH Commercial Revolving Account (the "Account") during a single visit to a participating Case IH dealership located in the United States now through April 30, 2013. If any payment when due is not made on other balances outstanding under the Account, the promotional terms may be terminated and the promotional balance will be subject to the applicable default rate prior to the expiration of the promotional period. Once the promotional period is terminated or expires, CNH Capital America LLC standard terms and conditions will apply; minimum monthly payments will be required and finance charges will begin to accrue. Customer participation subject to credit qualification, available credit and good standing on all CNH Capital America LLC accounts. Not all customers may qualify for this rate or term. Offer subject to change or cancellation without notice.



New fluids for new demands

THE “BIG THREE” CASE IH FLUIDS ARE UPDATED FOR SUPERIOR PERFORMANCE IN ALL CASE IH EQUIPMENT.

As farm equipment engines and transmissions deliver ever-higher levels of performance, the fluids that lubricate and cool engines and transmit the power must keep pace. Coming this spring, Case IH introduces new formulations of its “big three” fluids – No. 1 engine oil, Hy-Tran, and coolant – that meet new demands of the Tier 4A and Tier4B engines and CVT transmissions, yet continue to perform for legacy equipment.

New No. 1 engine oil for whole-farm application

Today's ultra-low sulfur diesel fuel, and new emissions systems that recirculate exhaust gas, have placed new demands on diesel engine oil. Additives to deal with high sulfur loads and the resulting acids are no longer needed; new additives that stand up to recirculated exhaust gases and higher combustion temperatures are.

A new API diesel engine oil classification, CJ-4, was developed several years ago to meet these new demands. The new Case IH No. 1 15W40 and synthetic SSL 10W40 engine oils now carry the CJ-4 rating. CJ-4 engine oils can be used in all diesel vehicles on the farm including pickups and heavy-duty trucks requiring CJ-4 oil, and all Case IH engines.

This means that Case IH No. 1 engine oil can be stocked as the sole diesel engine oil for mixed fleets, regardless of their emissions equipment.

And even though the Case IH Efficient Power engines meet Tier 4A requirements with SCR only – without needing diesel particulate filters or exhaust gas recirculation – the qualities of the new No. 1 oil are especially well-suited to these engines. Specifically, the oil has greater ability to stand up to higher heat and to maintain its lubricity in the absence of the sulfur that entered the oil when the higher-sulfur fuels were used, compared with the previous No. 1 oil with its CI-4 rating.

Case IH No. 1 engine oil, with its CJ-4 rating, can be stocked as the sole diesel engine oil for mixed fleets, regardless of their emissions equipment.



The new No. 1 CJ-4 oils are a good choice for owners who want to take advantage of the 600-hour oil change intervals now possible with the Case IH Efficient Power engines. The cleaner-burning SCR-only emissions technology also lowers the customer's cost of equipment ownership.

It's also a “backwards compatible” oil, which means it's suitable for use in nearly all older diesel-powered equipment that is now consuming the ultra-low sulfur fuel at 15 ppm. This has been a requirement for off-highway vehicle use in the U.S. and Canada since late 2010.

New Hy-Tran handles big power

Fifty years ago, International Harvester introduced an innovative new tractor fluid call Hy-Tran. It was developed to be a “do-it-all” fluid for the company's new line of tractors that used a common sump for the transmission and hydraulic systems.

Over the years, Hy-Tran formulations have evolved to keep pace with ever-more productive IH and Case IH equipment.

The new Hy-Tran Ultraction introduces a higher level of “shear tolerance” – the ability to deliver responsive performance and maintain its properties under extremely high pressures and loads. Hy-Tran Ultraction was developed to maximize the efficiency and life of the CVT transmissions now available in

Case IH Magnum tractors. This new formulation is also a “multiviscosity” fluid that will maintain consistent power-transmitting qualities across a wide range of operating temperatures. This is a first for Hy-Tran.

Hy-Tran Ultraction continues to have its time-honored qualities, including the industry's highest level of water tolerance and superior protection against corrosion and gear surface pitting. And, this same new formulation that can handle the most powerful Magnum CVT transmissions is approved for use in all equipment for which Hy-Tran is recommended. There's no need to have multiple fluids for fleets using Hy-Tran Ultraction; it can be used in the transmission and hydraulic system of every machine.

A new coolant for Tier 4B

Case IH Efficient Power engines will continue to meet upcoming Tier 4B emissions requirements with SCR-only. Among the emission technology advances in these Tier 4B engines: higher combustion temperatures and cylinder pressures. As a result, coolant in these new engines must resist deposit buildup and other issues that can occur in such extreme conditions.

The new Actifull OT coolant is formulated to provide full protection in Case IH Tier 4B engines.

Semi-synthetic versions available

Semi-synthetic versions of No. 1 CJ-4 engine oil and Hy-Tran Ultraction are also available. Designated as “SSL” versions, these semi-synthetic formulations are available for producers who operate equipment in extremely cold or hot conditions, and for those who prefer a semi-synthetic oil. ■

Doing it diffe

LOOKING FOR MORE EFFICIENCIES, OHIO FARMER CHANGES HIS NUTRIENT MANAGEMENT SYSTEM ... AND HIS BRAND OF EQUIPMENT.

A few years back, as Jay Writsel watched his fertilizer costs climb, he started thinking harder about alternatives. As a grower of corn and soybeans, he had relied on traditional chemical fertilizers. He had been paying attention to what other growers had to say about using organophosphate fertilizers and micronutrients, and decided it was time to change. So he did.

Lower input costs were one reason, along with the desire to simply take a different approach.

"Based on everything I was hearing and reading, it sounded like the right thing to do," Writsel says. As part of the change, he began to apply "a lot" of gypsum about five years ago. He's been able to reduce his use of potash and phosphate, with most of it applied in an organic form, in the row.

Now, he says his ground is much looser, is easier to work with no-till equipment, and seems to hold moisture better. "I feel like our fertility costs are about the same and I like the results. I'm not planning to change back to the other way anytime soon," he says.

Moving to the organophosphate fertilizer was part of an overall change in his operation that encompasses 2,000 acres of corn, soybeans and hay ground plus an 80-head cow-calf herd near Orient, Ohio. He wanted to create an overall better environment for the seed, to boost yields while improving soil quality.

Satisfied at the time with his corn planter, he wanted a better solution for planting soybeans. He had tried variations including wide rows and narrow rows, drilled and planted.

The Case IH Early Riser 1240 12/23 split-row planter caught his interest not only for its performance as a narrow-row planter, but also for the proven ability of the Early Riser row units to plant in no-till conditions.

He bought one in 2009, and after three crops

the planter has performed as he expected. He added more aggressive spiked closing wheels and says that he gets good soil coverage over the seed in virtually all conditions.

Writsel's planter was equipped with the liquid fertilizer-ready option so he added a pair of 200-gallon tanks, a flow meter and distribution lines for liquid placement in the seed trench. This past year, he included a liquid micronutrient pack that included zinc, sulfur, enzymes and a soil conditioner. "We saw a big difference in this dry season," he says of his 2012 soybean crop. "The plants came up even and looked healthier all year long."

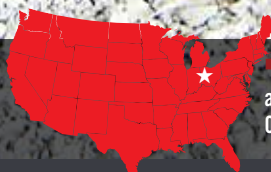
Writsel uses the Case IH AFS Pro 600 display to manage the 1240 planter, and 2012 marked his first use of prescription-based variable-rate seeding. "I think it's going to be a big improvement. We get lodging on heavier soils, and slowing the seeding rates down there will help."

That 1240 planter was the first piece of Case IH equipment on the Writsel farm. Its performance and responsive dealer support opened the door to other Case IH equipment. He bought a Magnum 335 tractor and a DC-101 disc mower conditioner. Soon after came an Axial-Flow 7088 combine, since replaced by an Axial-Flow 7120; a True-Tandem 330 Turbo vertical tillage tool; and a Magnum 245 tractor.

Each of the red products has set new standards of performance for Writsel. He uses the 330 Turbo to manage cornstalks in the fall, and

“We saw a **big difference** in this dry season. The plants came up even and **looked healthier** all year long.”

rently



Jay Writsel farms 2,000 acres of corn, soybeans and hay crops and tends an 80-head cow-calf herd near Orient, Ohio.



+ Writsel is applying more micronutrients to his crops, including liquids applied in-row with his Early Riser 1240 12/23 planter.

importantly, to take out winter annuals as they emerge in late fall. "They're hard to kill. We used to spray post-emerge in the spring; now this 330 is lightening the load."

The Axial-Flow combine marked a big change over his previous combine, he says. "Our grain quality got a lot better. We don't have bees' wings in the bin, and we're not hurting on horsepower."

His combine is matched to an eight-row corn head and a 35-foot Model 2162 flex draper head. "It's our first draper. It was hard to change, money-wise, but it was well worth it," Writsel explains. "The bean shatter isn't there like it is on an auger header, and the crop flows in more evenly. The combine can thresh the way it's supposed to."

The Magnum tractors, too, have impressed Writsel with their overall comfort and performance. "They are user-friendly and the horsepower is there," he says.

The tractors are equipped with AFS AccuGuide autoguidance that Writsel uses for his strip-till corn, which was another new practice that he adopted along with his nutrient management switch.

And, the changes keep on coming. He's in the process of stepping away from GMO corn, and expects to move to non-GMO beans soon after.

"We'll get a little premium for the non-GMOs, and we're seeing some glyphosate buildup in the soil now. "We need to keep that chemical rotation," he explains.

In the last five years, Writsel has totally changed his fertility program, embraced a new line of equipment, switched to 15-inch row beans, initiated strip-till corn, laid the groundwork for prescription-based variable-rate planting and began a switch back to non-GMO crops.

The single most beneficial change, he says, was changing to the Case IH equipment. "Our equipment costs are lower," he says. "I haven't regretted the move."

And, his corn and soybean yields continue to increase. He's reluctant to single out any one factor but believes improved plant genetics may have a lot to do with it. "These genetics are changing so fast. In another five years, 200-bushel corn might be considered poor."

Writsel doesn't anticipate his pace of change to continue as it has over the past five years. On the other hand, if there's a newer, better way to grow, nurture or harvest a crop, chances are he will put it in play. ■

ONE GOOD COMBINE LEADS TO ANOTHER

Jay Writsel's brother, Jeff, never owned a Case IH combine, but he became acquainted with one when he put a few hours on Jay's second Axial-Flow combine, the 7120. "I drove it a good little bit. I kind of liked it," Jeff recalls. A more focused Axial-Flow combine experience took place during the 2011 harvest. Jeff's combine was down for four days and Jay came to the rescue, letting Jeff use his Axial-Flow 7120. "We saw better grain quality right off the bat.

The cob came out clean and whole, there are fewer moving parts, and it's easier to set. The cab is quieter and it just fits me good," Jeff says.

That experience led to the first red product on Jeff Writsel's farm in years, an Axial-Flow 8230 combine.

Jeff and his son, Ryan, farm about 3,000 acres of corn and soybeans near Orient, Ohio. After spending the time with Jay's machine, they made a point of checking out the Case IH combines at the 2012 National Farm Machinery Show in Louisville, Kentucky. "We spent most of the afternoon there in the Case IH booth, talking with people, and learning about the combine," Ryan says. A tour of the Case IH combine factory in Grand Island, Nebraska, and attending a Case IH dealer combine clinic helped convince them to make the trade.

"We went with the new 30 Series over the 20 Series mostly because of the unloading system," Jeff explains. "You can shut off the cross augers in the tank and let the unload auger clean out, which works really well."

This one combine handles Jeff and Ryan's entire crop. It's matched to a 12-row corn head and a Model 2162 40-foot flex draper header, and equipped with AFS AccuGuide autoguidance. "The autoguidance makes things a lot easier. I wouldn't go to the field without it anymore," Jeff says.

At the farm show in Louisville, the Case IH booth wasn't the Writsels' only stop. They also spent some time at the annual truck and tractor pull, where Jeff, a longtime truck puller, won his 6,200-pound 2wd Super Modified Truck class with his truck, "At It Again."

In 2012, Jeff won first place in Region Two of the National Tractor Pullers Association (NTPA) which includes the truck classes. Case IH is the official farm equipment brand of the NTPA.

Jeff started competing as a tractor puller not long out of high school. "There was a lot of tractor pulling here at the time. Our Pickaway County had the largest tractor pulling club in Ohio," he says. He moved into 4wd trucks, and competed with them for more than 30 years. Ryan joined in with his own truck, starting in 1993.

They both switched to the 2wd trucks in 2006, looking for a change. Their supercharged alcohol-fueled engines crank out 2,500 to 3,000 hp, and both of their trucks have been highly competitive, including Jeff's wins at Louisville.

"We made the decision to try the 2wd class, and we love it," Ryan says. "It's really worked out well for us."

+ Jeff and Ryan are longtime truck pullers, and now compete in NTPA's 6,200-pound Super Modified Truck Class.



A new small-chassis Patriot sprayer

Increasingly, sprayers are playing a key role in the crop production and protection cycle. And, more producers want to have full control over their spray applications.

Case IH has introduced a new sprayer that delivers the proven spray performance and operator comfort features of the Patriot sprayer line in a smaller, lower cost model.

The new Patriot 2240 carries a 660-gallon poly tank and is powered by a 165-hp 6.7-liter Case IH FPT Tier 4A compliant Efficient Power engine using Selective Catalytic Reduction (SCR) only.

"This is a highly productive machine that will be a good match for producers who don't

need the big capacity of our larger machines," explains Mark Burns, Case IH Application Equipment Marketing Manager.

The Patriot 2240 sprayer carries the desirable cab-forward rear-engine configuration used by the larger Patriot sprayer models. This provides near 50/50 fore-aft weight distribution for reduced compaction and improved traction. For this reason, Patriot sprayers are often able to work in field conditions impassable to other sprayers.

"Timeliness of application is a big reason for owning your own sprayer, and this sprayer's ability to get into fields when others can't is an important advantage," Burns says.

This Patriot 2240 sprayer has 62 inches of ground clearance with R42 tires, which is up to 10 inches more than other sprayers in its class. This can lengthen the window of opportunity for timely spray applications in taller crops. Two new options – crop shields in front of each wheel and a belly pan – help reduce crop disturbance.

Its small-chassis dimensions as a Class 2 machine makes it more maneuverable for smaller fields and frequent field-to-field moves. It rides on an independent trailing link suspension on all four wheels to absorb both vertical and lateral shocks for a smooth controlled ride. One benefit is the ability to maintain faster application speeds over rougher terrain.

An optional active suspension for the front wheels helps keep them planted to the ground for improved traction, especially on hilly or rough fields.

It drives through a hydrostatic transmission with three speed ranges. Top transport speed is 30 mph.

Superior application and control

The Patriot 2240 sprayer can be equipped with a 60/80- or 60/90-foot boom. The full complement of Case IH spray management systems is available including AutoBoom automatic boom height control and AccuBoom automatic section control. The exclusive optional Case IH AIM Command spray system provides consistent optimum droplet size regardless of changes in rate or speed.

The cab is quiet, thanks to the rear-engine design. The glass wraps around behind the operator, and the product tank is slightly scalloped to let the operator see all but the center-most spray nozzles.

Unique new features make servicing faster and easier. For example, the front-mounted tank fill connector is hinged so it can be lowered for easier coupling, and the side service station also swings down for easier access.

Case IH AFS technology is available to further enhance the Patriot 2240 sprayer's productivity. AFS AccuGuide autoguidance minimizes skips and overlaps with hands-free assisted steering, and the AFS Pro 700 display provides a full range of spray application and control features. Other spray controller choices are the Case IH Viper Pro and the Case IH SCS 5000. ■

CASE IH PATRIOT SPRAYERS

Model	Engine	Tank size
Patriot 2240	165 hp (121 kW) Tier 4A	660 gallons (2,500 liters)
Patriot 3230	220 hp (164 kW)	800 gallons (3,028 liters)
Patriot 3330	250 hp (186 kW)	1,000 gallons (3,785 liters)
Patriot 4430	325 hp (243 kW) Tier 4A	1,200 gallons (4,542 liters)

CASE IH SPRAYER PERFORMANCE PILLARS

Case IH has identified three "performance pillars" for its sprayers and application equipment. Here's how the features and options of the new Patriot 2240 sprayers deliver on these pillars.

⊕ Application timeliness

- ▶ 60/80 or 60/90 booms
- ▶ Equal fore/aft balance
- ▶ Easily accessible service points
- ▶ Optional Active Suspension
- ▶ Hydrostatic transmission with three speed ranges
- ▶ Optional AFS AccuGuide autoguidance
- ▶ High ground clearance (62 inches with R42 tires)

⊕ Application quality

- ▶ AFS AccuGuide autoguidance (optional)
- ▶ AutoBoom automatic boom height control (optional)
- ▶ AccuBoom automatic boom section control (optional)
- ▶ Crop shields (optional)
- ▶ Full belly pan (optional)
- ▶ Case IH spray controller options including the Case IH AFS Pro 700, Case IH Viper Pro and SCS 5000

⊕ Operator environment

- ▶ Case IH cab with 44.4 square feet of glass and A-post instrumentation
- ▶ Instructional seat
- ▶ Quiet rear-engine design



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 "CaseIH Tube" videos show equipment in action

At Ag Connect, representative models of all Case IH crop production equipment were displayed. And, each was supported by new videos describing the equipment and its application. These videos, and many others, are all available at "CaseIH Tube" on YouTube. Here's a sample:



Precision Disk 500T.

Described in detail on pages 16 and 17, this new implement provides new levels of

seed placement accuracy for small grains, soybeans and canola.



Patriot 2240 sprayer.

Profiled on page 29, this newest addition to the Case IH Patriot sprayer line is a ma-

neuverable small-chassis Class 2 machine.



Ecolo-Tiger and True-Tandem 330 Turbo.

Case IH has superior soil management tools designed to meet new

tillage demands. The Ecolo-Tiger disk rippers size and mix residues and fracture root-limiting compaction. Patented Case IH Tiger Points "lift, twist and roll" to shatter compaction, relocate soil particles and create an open, mellow healthy soil with excellent pore space.

The True-Tandem 330 Turbo has built a reputation as a superior residue management tool for a wide range of applications.

All Case IH tillage tools are built for ease of adjustment, long life and minimal maintenance.



Axial-Flow combines.

Ag Connect visitors got comfortable in the new cab featured on 2013 model Axial-Flow

combines. It's more spacious and quieter, and has new features to make time spent in the cab more productive. For example, the Multifunction Propulsion Handle is a slimmer design with additional controls for increased productivity. The AFS Pro 700 display, a cupholder and office tools can be perfectly positioned on an adjustable slide rail. Increased seat travel provides more leg and foot room. An optional portable electric refrigerator resides under the instructional seat.

A new pivoting spout option lets you move the grain spout fore or aft up to 3 feet during unloading to more easily top off grain carts while unloading on the go. Longer unloading augers are available along with folding augers; new optional powered grain tank covers are controlled from the cab.



LB4 Series balers.

Underneath the distinctive design of this large square baler is a high-capacity baling

system designed to maximize crop throughput. The result is an increase in bales per hour capacity of up to 20 percent compared to the previous LB3 Series balers. A new larger, yet lighter, flywheel delivers 48 strokes per minute, to contribute to the overall capacity increase.

Choose from two full-color ISOBUS-compatible monitors: the AFS Pro 300 or the full-featured AFS Pro 700. Both provide information on bale weight, bale moisture, tags and preservative application. These new models are 2 feet narrower than their predecessors for easier on-road transport.



Steiger Rowtrac 500.

The innovative Steiger Rowtrac models are now offered in four engine horsepower choic-

es: 350, 400, 450 and 500. Choose track widths for 16, 18 or 24 inches to work in rows as narrow as 20 inches.

The ability of these tractors to deliver high horsepower and reduced compaction in this narrow-row package will benefit row-crop and specialty crop growers who want to handle post-plant operations with maximum efficiency. And, they're a good match for dedicated large-scale strip-till operations.



AFS Support. Case IH has added new levels of customer support for its AFS Precision Farming products. Ag Connect visitors learned about AFS Academy, AFS Certified dealers and 24/7/365 response from the AFS Service Center.



Case IH Efficient Power FPT engines. Case IH met the Tier 4A emissions standard for 2012 in its 100-hp

and over equipment with a simple SCR-only solution that increased engine performance and fuel efficiency while reducing maintenance requirements through longer engine oil change intervals.

At Ag Connect, visitors saw the simplicity of this post-combustion treatment.



1200 Series Early Riser planter. Year after year, these planters prove their ability to establish superior stands

with early and uniform emergence in a wide range of conditions. And, the selection of configurations and options continues to grow.

Choose from rigid mounted, rigid trailing, stackerbar, pivot-transport, split-row pivot transport and front-fold models from six to 36 rows.



NEW FARMALL TRACTORS PROVIDE AMPLE POWER, MULTIPLE CHOICES

Case IH has expanded its line of Farmall tractors with new C and U models that provide distinct choices in the versatile 70 to 100 PTO hp range.

The Farmall 85C, 95C and 105C tractors at 70, 82 and 91 PTO hp respectively are available with cabs or open-platform ROPS models, and in 2WD or 4WD configurations. Case IH loaders are available as factory-installed regular loaders or heavy-duty dealer-installed loaders including regular or mechanical self-leveling buckets.

The Farmall 105U and 115U tractors, at 91 and 98 PTO hp, are equipped with cabs that include a high-visibility roof panel and an instructional seat (both are options on the Farmall C models). Choose value or premium Case IH loaders for the Farmall U tractors.

Cabs on both models feature an improved heating and air-conditioning system, which is now in the flat-deck floor, rather than the cab roof, and provides 10 adjustable vents.

They are powered by Tier 4A-compliant Case IH FPT 4-cylinder 3.4-liter turbocharged and intercooled engines. Precise electronic common-rail fuel injection provides a more efficient combustion process and improved efficiency. Cold starts are aided by standard glow plugs.

New Farmall U (left) and C tractors have Tier 4A-compliant Case IH FPT engines. The Farmall U models have cabs as standard; the Farmall C models are available with cabs or in open-platform ROPS configurations. Both models can be equipped with Case IH loaders to handle daily farm and livestock chores.

Model	PTO hp
Farmall 85C	70
Farmall 95C	82
Farmall 105C	91
Farmall 105U	91
Farmall 115U	98

All these new Farmall models have a proven 12-speed forward/12-speed reverse transmission, with upgraded transmission choices available including a 20x20 transmission with creeper and a 24x24 with hi-lo for the Farmall U only. The Farmall C tractors use a synchronized mechanical shuttle as base equipment; the Farmall U tractors have an electro-hydraulic power shuttle as standard.

These new tractors deliver ample hydraulic capacity.

Farmall U models have a 17.2-gpm hydraulic pump (22.2 gpm is optional) and load-sensing closed-center rear remotes. Farmall C tractors have a standard 12.5-gpm hydraulic pump (16.9 gpm optional).

These are the latest in the line of Farmall tractors from 22 to 115 PTO hp. All Farmall models offer a good balance of value, versatility and productivity for a wide range of on-farm applications.

Did you increase your production by **1.75 percent** last year?

GLOBAL AG PRODUCTION MUST INCREASE EACH YEAR TO KEEP PACE WITH DEMAND, YET REGIONAL PRODUCTION POTENTIAL VARIES GREATLY.

As you watch 200-bushel corn flow into the combine, or stand in a lush irrigated vegetable field in California, or send out a truckload of market-weight hogs, it's easy to assume that agriculture everywhere is similar to North America's ... productive, efficient and progressive.

It's not. Agricultural competence varies greatly throughout the world. North America's drought-constrained 2012 crops introduced new realities into the global food situation: As productive as U.S. and Canadian growers are, unforeseen situations can dent their food production, yet the global demand for food continues to grow. To meet this demand, producers everywhere must increase their output.

Global Harvest Initiative (GHI) is a private sector policy group that proposes public policies designed to enhance global food and nutrition security through increases in agricultural productivity while conserving natural resources.

Beginning in 2010, GHI has produced an annual Global Agricultural Productivity Report (GAP Report) to analyze the rate of global and regional agricultural productivity growth, and compares it to the rate required to meet estimated demand growth.

In 2010, GHI calculated that the global agricultural "total factor productivity" (TFP) must grow by an average annual rate of at least 1.75 percent to double agricultural output by 2050. That's the year global population is expected to reach 9 billion, compared to about 7 billion today.

GHI's newly released 2012 report identified that overall global TFP is rising at an annual rate

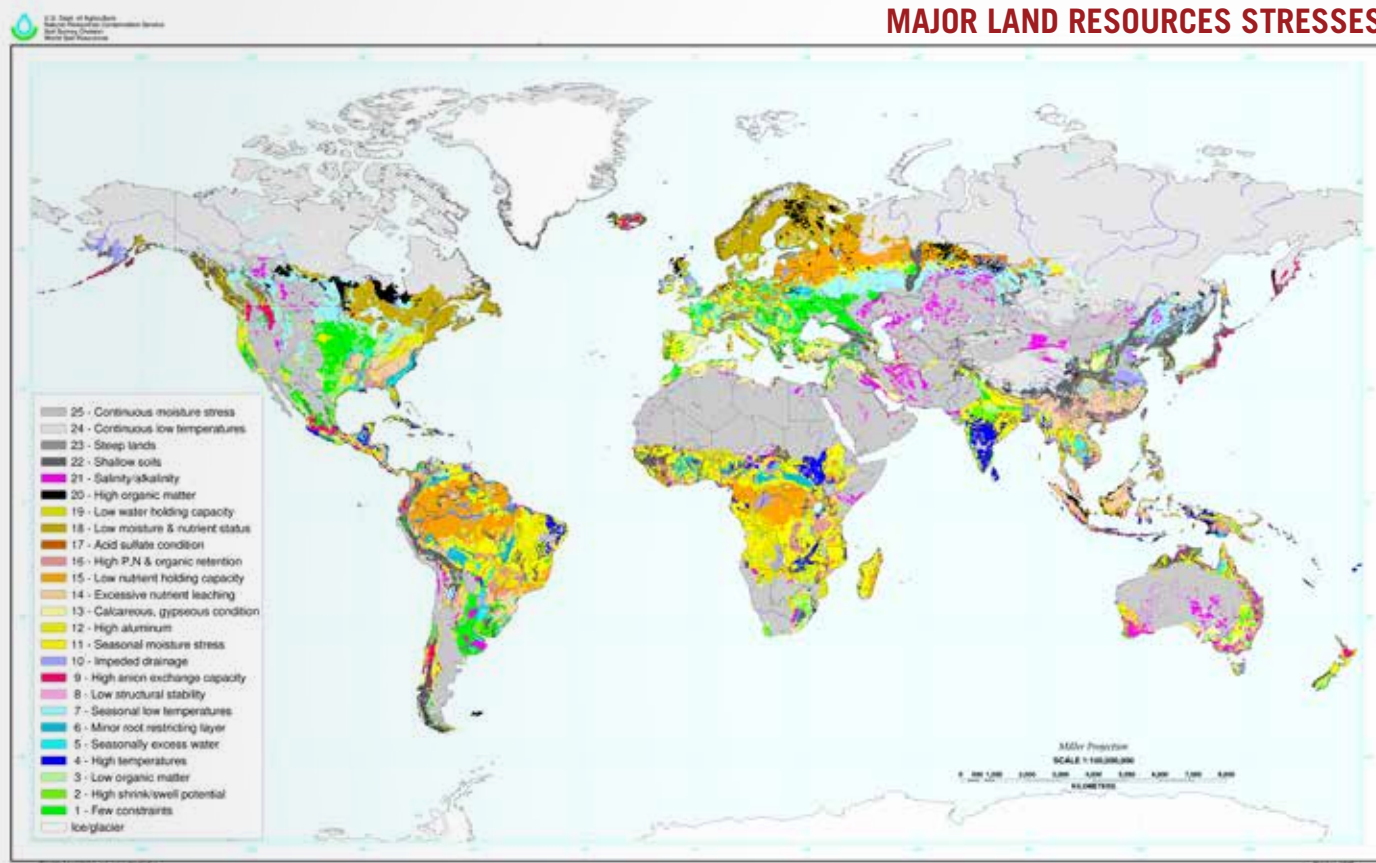
of 1.84 percent. However, significant regional differences exist.

For example, Sub-Saharan African food production is projected to meet just 13 percent of that region's food demands in 2050. Conversely, Latin America and the Caribbean, according to GHI estimates, will have food production significantly outpacing that region's demand.

According to the report's authors, "Achieving necessary food production by 2050 requires improving the productivity of farmers in every major region, and across all scales of agriculture, from the small holder to the commercial exporter."

In this scenario, getting more production from

Two maps from the USDA Natural Resource Conservation Service help put the global food production challenge into perspective. The "Land Quality" map defines land and its ability to support cultivated crops. The "Land Resource Stresses" map shows various factors such as nutrients, moisture and soil quality that can affect crop production. You can see how only a small percentage of the Earth has agricultural potential similar to that of the U.S. Corn Belt. Find these maps and others at: <http://soils.usda.gov/use/worldsoils/mapindex/>



FOOD DEMAND VS. AGRICULTURAL OUTPUT

Projected percent of the region's food demand met by maintaining its current total factor productivity (TFP) growth rate.

Region	Projected food production vs. demand
Sub-Saharan Africa	13%
Middle East and North Africa	83%
South and Southeast Asia	82%
East Asia	74%

Notes:

- Rapid population growth will be the primary driver for Sub-Saharan Africa's food demand.
- Most of the projected growth in Asia's total food demand will result from rising incomes.
- The vast region comprised of Eastern Europe and the former Soviet Union (transition countries) has enormous agricultural production potential. Agricultural productivity in this region is relatively low (2.3 percent for 2001-2009) and improvements could significantly raise output, meeting local and regional demand as well as allowing for exports.

currently cultivated areas is critical. A report on "The State of the World's Land and Water Resources for Food and Agriculture" from the Food and Agricultural Organization (FAO) of the United Nations summarized that "the distribution of land and water resources does not favor those countries that need to produce more in the future: The average availability of cultivated land per capita in low-income countries is less than half that of high-income countries, and the suitability of cultivated land for cropping

TOTAL FACTOR PRODUCTIVITY

The Global Harvest Institute defines "total factor productivity" (TFP) as the ratio of agricultural outputs (gross crop and livestock output) per inputs (land, labor, livestock, fertilizer and machinery) used.

is generally lower. Some countries with rapidly growing demand for food are also those that face high levels of land or water scarcity.

Developed countries face relatively low

POLICIES TO ACCELERATE PRODUCTIVITY

The 2012 GHI GAP Report offers these public policy recommendations for all parties interested in sustaining and accelerating agricultural productivity.

1. Increase levels of public and private sector investment in agriculture.
2. Improve agricultural research funding, structure and collaboration.
3. Embrace science- and information-based technologies.
4. Remove barriers to global and regional trade.

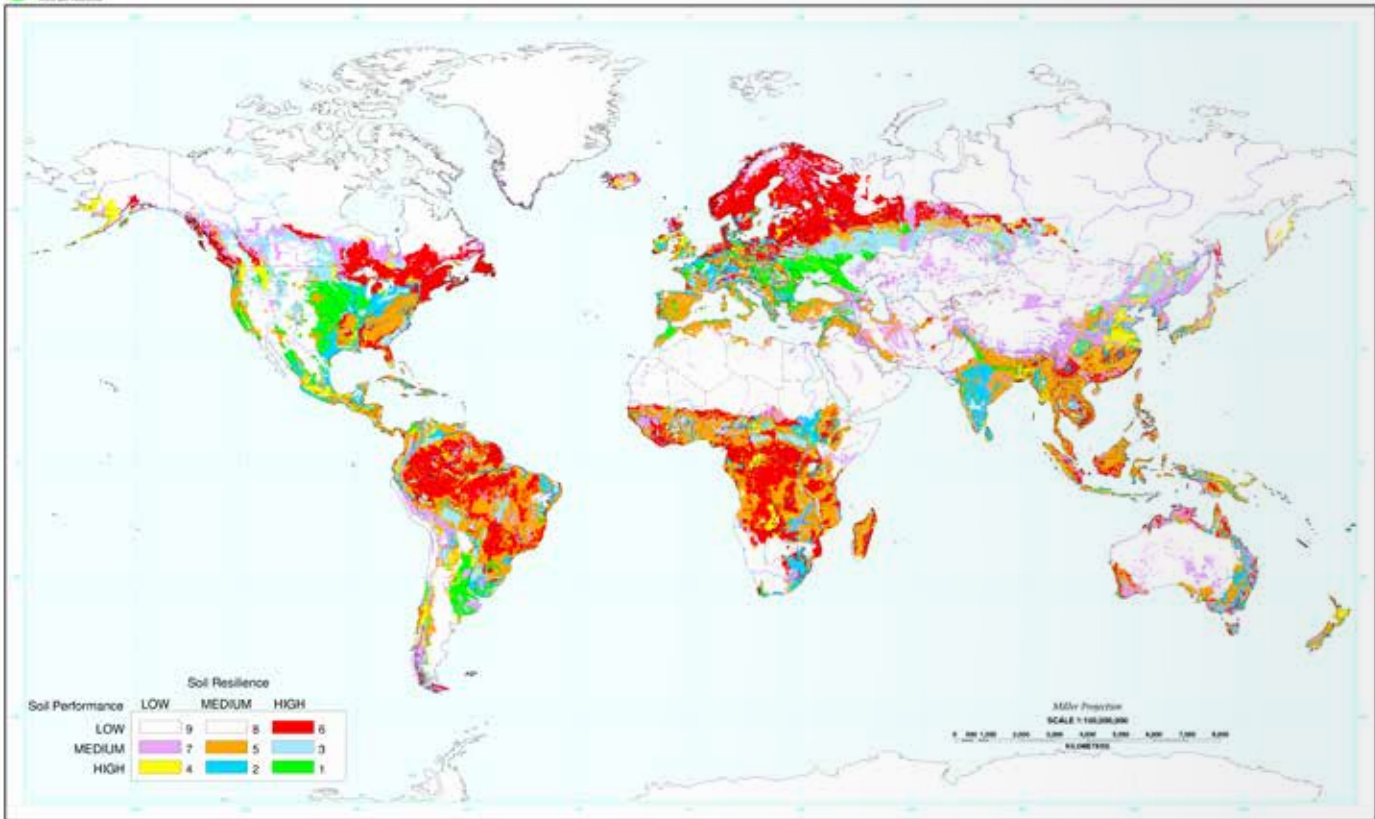
growth in food demand. They are also the most productive, with the lowest use of inputs per unit of output.

The GSI Report concludes, "If investment in science and technology is sufficiently robust to allow productivity to grow at historical rates, then developed nations as a whole should be able to meet their demand for food and biofuel, maintain land and water for conservation, urbanization and recreation, and maintain their historic agricultural export levels."

For North American producers, the challenge is clear: Continually increase crop and livestock production while sustaining valuable soil and water resources to help meet the growing global demand for food. ■



INHERENT LAND QUALITY ASSESSMENT





1988 - First Magnum 7140 Tractor



1991 - 50,000th Magnum 7150 Tractor



2004 - 100,000th Magnum MX285 Tractor



2008 - 165 Years of Production in Racine, Magnum 180 Tractor

Case IH Magnum tractor 25th anniversary

PUTTING PRODUCERS FIRST FOR 25 YEARS

2013 marks the 25th anniversary of the Case IH Magnum tractor. Introduced to dealers in August 1987, the 1988 model year Magnum tractor was the first tractor designed after J.I. Case and International Harvester came together in 1985.

Since then, Case IH Magnum Series tractors have delivered producer-driven, proven technology that's helped producers Be Ready for 25 years.

Recent innovations include the Efficient Power FPT Tier 4A engines using Selective Catalytic Reduction (SCR) only. This simple

emissions solution provides more power and improved fuel efficiency compared to their previous models.

Nine Magnum tractor models are available from 150 to 290 PTO hp, with maximum engine horsepower from 234 to 389 hp.

In celebration of this milestone event, Case IH has produced 100 Magnum 340 tractors for the North American market in a distinctive silver, black and red finish with a 25th anniversary logo.



2013 - 25th Anniversary Magnum 340 Tractor

SHARE YOUR MAGNUM STORY

What have Magnum tractors meant to you? Share your "Magnum story" and Case IH may feature it on its Facebook page or as part of the Be Ready blog.

Go to the Case IH Facebook page and click on the 25th Anniversary Magnum logo to submit your Magnum story.

Case IH Social Media keeps you in touch

Social media is a great way to stay up-to-date with the world of Case IH. The number of Case IH Facebook fans is rapidly growing and will soon top 100,000.

Case IH updates its Facebook page frequently with postings ranging from new product details to updates on Case IH participation in shows and other industry events. You'll even find polls, quizzes and "fun facts" from time to time.

Case IH Facebook fans from around the world post their special stories about their involvement with Case IH on the site, as well. It's a great site to learn, share and stay informed.

Case IH Twitter followers can get timely information about current Case IH events and special news.

Subscribe to the Case IH Blog to receive special insight on a wide range of ag issues such as global population, available

land, alternative energy and equipment technology. Popular Case IH blog content includes field reports during planting and harvest season. Case IH product specialists and others report the status of field operations in their areas and provide timely equipment operation tips.

SIGN UP TO RECEIVE CANADIAN FARMING ONLINE

Canadian Farming magazine is offered in digital-exclusive editions in addition to the print issues. Available online at www.caseih.com/farmforum, these

issues include familiar *Canadian Farming* content plus videos of Case IH owners describing their operations and their experiences with Case IH equipment.

These issues include links that take you directly to detailed equipment information on the Case IH website.

You can be notified by email when new digital-exclusive editions of *Canadian Farming* are posted. Sign up at: <http://CanadianFarming.questionpro.com>



'The Year of the Farmer' launched with memorable Super Bowl ad

CASE IH COLLABORATES WITH RAM TRUCKS IN TRIBUTE TO AGRICULTURE

The "Year of the Farmer" Ram Trucks television ad which aired during the 2013 Super Bowl was quickly ranked as one of the most favored ads of the event.

With 24 hours of its debut, it had collected more than 4.6 million viewings on YouTube, and had received accolades from thousands of posters on Yahoo such as "Carole" who said, "What a wonderful ad – best of the Super Bowl. People need to remember and appreciate the great work of farmers," and Iowa Governor Terry Branstad who said, "It was a wonderful tribute to farmers and to agriculture and the work ethic you gain growing up on the farm."

Case IH has teamed up with its sister company, Ram Truck, in this "Year of the Farmer" campaign.

"Case IH is powered by a steadfast commitment to making farmers more successful," says Kyle Russell, Case IH Senior Director of Marketing. "Now we're pleased to collaborate on this exciting program that salutes the role of farmers throughout history."

The ad included a pledge from Ram Trucks to make a donation to the U.S. National FFA Organization for every view of its two-minute "Farmers" Super Bowl video on the brand's website, with the intent of generating \$1 million.

It took less than a week to reach the 10-million view milestone equating to the \$1 million donation.

The National FFA Organization is a U.S. group with the mission of making a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. It has nearly 560,000 student members in grades seven through 12 in 7,498 local chapters.



The top-ranked "So God Made A Farmer" ad from Ram Trucks aired during the Super Bowl featured strong imagery and a compelling message.



The two-minute Ram Trucks spot featured "So God Made a Farmer" presented by legendary broadcaster Paul Harvey at the 1978 National FFA Convention. The spot launched a year-long multi-tiered initiative dedicated to highlighting and underscoring the importance of farmers in America.

Russell says he's very excited about the potential of this endeavor and what it means to the FFA.

"Case IH has supported FFA for more than 65 years, and we are proud to contribute to an organization that has done so much to help so

many students prepare for future careers in agriculture," says Russell.

"The worldwide challenge of doubling food production in the next 30 years is going to take talented, motivated people who are committed to agriculture. The FFA does a great job of educating and developing leadership skills in young people interested in agriculture who have the potential to make a positive impact."

You can view the "Year of the Farmer" Super Bowl ad at www.ramtrucks.com/keepplowing and at www.youtube.com/ramtrucks.

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

CASE IH

ShopCaseIH.com

ALL RED MERCHANDISE, ALL IN ONE PLACE.

New items and seasonal promotions are continually added to the site.
So sign up to receive special offers and promotions and check back often!
Use the promo code shopcaseih30 when you check out to **SAVE 30%.**

