

# CANADIAN FARMING

**CASE IH**  
AGRICULTURE

NOVEMBER 2012

## FASTER PLANTING

An Iowa farmer plants  
faster with confidence

**CONSIDER  
LEASING**  
An option for  
maximizing cash

# CASE IH AFS TECHNOLOGY

**BUILT IN, LESS COMPLEX, SUPPORTED 24/7/365**





## 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 into 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](http://caseih.com/AFS) to learn more.



**BE READY.**



**CASE IH**  
AGRICULTURE





## ON THE COVER:

The Case IH AFS Pro 700 display can be easily moved from one machine to another to manage precision farming systems and control implements. Through a new AFS Support Center, Case IH offers live technical support to AFS users 24/7/365.

## CONTENTS

4

### CASE IH AFS TECHNOLOGY

Built in, less complex, supported 24/7/365

7

### CASE IH OWNER PROFILE

An Iowa farmer plants faster with confidence

10

### CASE IH OWNER PROFILE

Indiana brothers count on AFS technology

14

### MONEY MATTERS

Consider leasing for your equipment acquisitions

16

### CASE IH UPDATE

## COMMENT

### TECHNOLOGY, INNOVATION AND LEADERSHIP

Case IH Advanced Farming Systems (AFS) has played a leading role in the adoption of precision farming systems. From those first AFS site-specific yield monitors in Axial-Flow combines to the current Pro 700 display and AFS Connect telematics, AFS products have given thousands of producers more analysis and control of the crop production cycle.

This leadership continues, as AFS technology becomes an increasingly integral component of Case IH equipment to inform, manage and control.

Simple operation continues to be a baseline for AFS product development. For example, that single Pro 700 display is designed to control all AFS products and be easily moved from the tractor to the combine to the sprayer. One display, with one common user interface and operating system, makes the entire system less complex to use by both novice and advanced operators.

As the capabilities of Case IH AFS expand to make it a truly integrated solution, the Case IH will continue to operate the system with an open connection run to run various other brand equipment seamlessly through the AFS display.

Effective customer support is key to helping you gain the most value from your investment in AFS technologies. In this issue, you'll learn more about how Case IH has strengthened AFS customer service through the establishment of the AFS Support Center, located at the CNH Technology Center and staffed with Case IH employees.

Technology is indeed a core component of the future of agriculture, and AFS technology is part of Case IH's future: built-in, less complex, and supported 24/7/365.

**Jim Walker**

Vice President, Case IH North America







**Watch Video (0:50)**

*Case IH AFS marketing manager Trevor Mecham describes the new AFS Support Center.*

# AFS SUPPORT CENTER RESPONDS 24/7

**THAT VOICE ON THE PHONE IS A KNOWLEDGEABLE  
CASE IH EMPLOYEE**

**“Precision farming has been embraced as a top global initiative by the senior management at Case IH,” says Trevor Mecham, Case IH AFS marketing manager. “This new culture of technology will drive the development of all Case IH equipment and the way we support it.”**

Mecham shared that insight as he describes one of the many recent results of this initiative – an AFS customer Support Center at the CNH Technology Center in Burr Ridge, Illinois. CNH is the parent company of Case IH, and the Technology Center is steeped in the history of Case IH and its legacy company International Harvester. Honored as an Agricultural Engineering Historic Landmark, it’s the site of many IH and Case IH developments ranging from the first row-crop tractor in 1923, which became the famous Farmall line, to the development and testing of the industry-leading Efficient Power engines using SCR-only to meet Tier 4A and upcoming Tier 4B regulations.

Today, a team of AFS technical support engineers occupies a small section of the sprawling complex with the primary mission of handling calls and emails from AFS users in North America, 24 hours a day, 7 days a week,



## AFS ACADEMY BRINGS TOP-TIER TRAINING

**Another new service for Case IH AFS customers is the AFS Academy. This is the name for training sessions Case IH dealers can sponsor for their AFS customers. AFS Academy sessions are similar in concept to the popular Case IH combine and planter clinics but more intensive, with sessions set up for one or two days. The AFS Academy sessions are led by Case IH AFS team members.**

**“There’s a new generation out there using tools including smartphones, iPads and tablets. People are getting more confident with this technology, and we want to help them stay at the forefront,” Trevor Mecham says. “AFS support services are continually being developed in multiple platforms.”**

**For example, a new AFS app includes tutorials that can be helpful references prior to planting or harvesting. See all the online resources available at [www.caseihafs.com](http://www.caseihafs.com).**



365 days a year. Similar teams are now in place in Brazil, Belgium and Australia to support customers in those regions.

Technical support has been a component of AFS from the very beginning, when users were introduced to the concept of satellites tracking their harvesting equipment. And, AFS support has been handled in several forms as information needs evolved, including outsourced, which is a very common support solution among technology providers.

Now, the support is handled exclusively by Case IH-trained staff. “Throughout Case IH we use a process called Customer Driven Product Design (CDPD) to develop new products and technologies. We applied the CDPD process to expectations of AFS support, and learned that AFS users want knowledgeable and account-



able people they can call,” Mecham says. “They reminded us that talking is still one of the most effective means of communication, so that’s why this Support Center exists.”

Not only has Case IH invested in its own employees for AFS support, it has purposely placed them in the CNH Technology Center where they are literally an aisle away from engineers who design and develop AFS products. “Our AFS technical support engineers can

walk over to the software and hardware engineers and say, ‘This is the challenge I have. Can you help me out? I have the customer on the phone right now,’” Mecham explains.

As a technology center, there’s always a population of Case IH equipment on site. This lets the support engineers be hands-on with the AFS equipment. They participate in hardware and software installations, and operate AFS-equipped tractors, combines and implements on the Technology Center’s test track.

As calls come into the Support Center, they are logged and categorized, so that all the AFS support engineers have access to the inquiry and the resolution. Not only can this shared knowledge help them provide faster and more accurate responses, it’s also data that gives Case IH insight for future AFS product development and improvement.

“All the metrics we gather allows us to create better products,” Mecham explains. “We’re going to be here with support for the long haul, and our systems and support will continue to improve.

AFS technology is being infused into Case IH products to bring ever-higher levels of information and control. Watch for the yield monitoring, autoguidance and input control capabilities available today to expand into more integrated systems including telematics that will raise your overall level of crop production management. At Case IH, innovations such as the development of the AFS Support Center will help you maximize the technology’s potential.

“As a producer, you’ve made an investment in AFS technology,” Mecham says. “We are going to take care of it and ‘future-proof’ it.” ■

## A DEALER-SHARED SERVICE

**The AFS Support Center works in concert with your Case IH dealer. Generally, technical support questions should be directed to your dealer. But often, especially during peak seasons, the dealer may not be able to provide a timely response.**

**“Whenever your dealer is unavailable for support, we are,” Trevor Mecham says.**

**And while AFS support is available to any system owner, producers are encouraged to enroll for unlimited tech support for a \$200 annual fee, regardless of how many pieces of AFS equipment are owned.**

**The advantage here, Mecham explains, is that you’ll have a customer file on record so that the support engineers will know the systems you have in place and see a history of your inquiries whenever you call. “They can serve you more efficiently,” he says.**

**All customer calls to the Support Center are shared with the local Case IH dealer, to make sure all parties are updated on any issues you may have.**



**Contact the AFS Support Center at 1-855-4AFS-HELP (1-855-423-7435).**

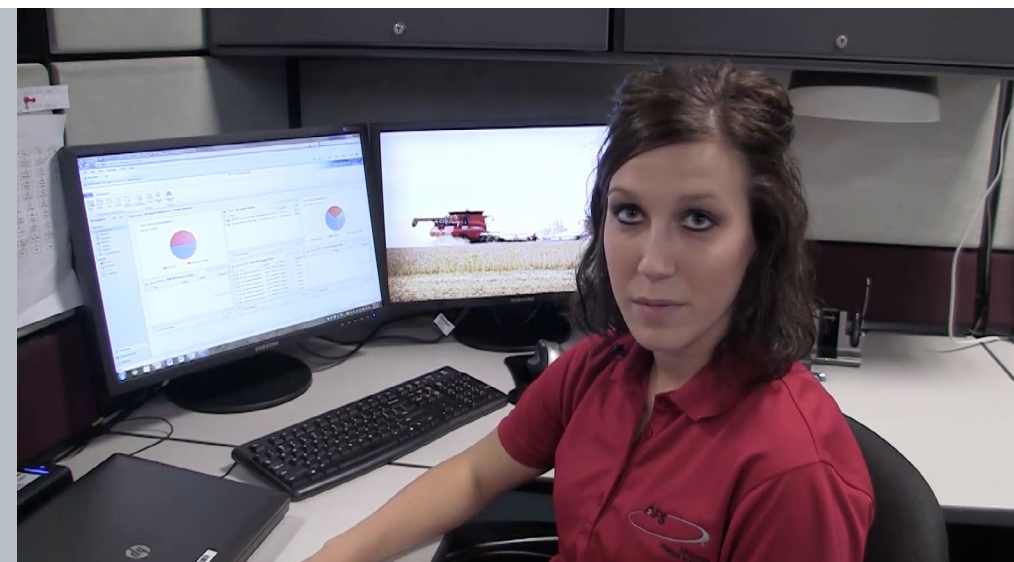


**The AFS technical support engineers have an enthusiasm for agriculture and technology. These videos describe how the Support Center is designed to provide prompt and knowledgeable responses to AFS owners' calls.**



**Watch Video (1:07)**

*The Support Center representatives engage with products and customers.*



**Watch Video (1:54)**

*Case IH AFS technical support engineer Lydia Wendte describes her background and role.*



**Watch Video (2:52)**

*The AFS technical support engineers are hands-on with the equipment, which helps them better understand owners' questions.*



**Watch Video (1:05)**

*AFS end-user support manager Debbie Klehr talks about the group's mission.*



***"I have a lot of confidence in this planter."***

**Watch Video (1:04)**

*Irwin talks about his selection of Case IH 1200 Series 12/23 split-row pivot-transport planter and its performance at higher planting speeds.*



# FASTER PLANTING

**AN IOWA FARMER PLANTS FASTER WITH CONFIDENCE**



**Jim Irwin's test plots have shown that his 1200 Series planter produces yields that are sustained – or even increase – at higher planting speeds.**

**Watch Video (0:50)**

*"This could probably plant into concrete." Irwin talks about his planter's no-till capability.*

**L**ike a lot of farmers, Jim Irwin runs a test plot every year to check out new varieties and other crop production variables. He's set aside the same area of a good 80-acre field for his annual evaluations done in conjunction with his seed suppliers.

Irwin farms about 1,000 acres of corn and soybeans on the rolling contoured loess hills near Arthur in western Iowa. He's interested in new types of technologies and practices but wants to see them proven in his operation before he adopts them.

When he purchased a Case IH 1200 Series Early Riser planter in 2004, he heard talk about it being able to plant consistently at faster ground speeds. "Well, I wondered, how much faster?" he says.

Intrigued by the thought of planting faster than the traditional 5 to 5.5 mph, Irwin added "planting speed" to the variables he checked in his test plots.

He began including test sections at 6, 7 and 8 mph with the new planter, and a curious pattern began to form: Yields increased as speeds increased. In fact, the 8-mph test showed more than 7 bushels per acre higher yield, compared to 6 mph.

"It really surprised me that 8 mph won by nearly 8 bushels the first year. I couldn't make sense of that, but the next year, 8 mph won again," he says. "I would think that one year, 8 mph would lose to 6, but I haven't seen it yet."

Part of the reason Irwin purchased the 1200 Series planter was the likelihood of maintaining consistent populations at faster ground speeds. "The planter I had before this one had a 30-seed count plate, and this one has a 48 count. So right there, I'm thinking I can go one and a half times faster than 5 mph and still not turn the plates any faster. That's 7.5 mph, why not try 8?" he says.

The 1200 Series planter has the largest diameter seed disk in the industry and turns up to four times slower than seed disks on other planters for more consistent seed release, especially as ground speeds increase.

Irwin says he sees proof of that consistency in the reach tests in his plots, which are based on 34,000 populations on 30-inch rows. "I want to see 12 plants every 70 inches, and that's what I'm getting. I don't see any difference between 5 and 8 mph."

Accurate seed spacing is only one component of yield. Consistent depth control and firm seed to soil contact are keys, too. The Case IH Early Riser row units have long been recognized for good performance on these points, and Irwin's tillage practices may add to the consistency he sees at higher ground speeds. He has been strip tilling for more than 15 years, so he is planting into a very smooth seedbed. For that reason, he sees minimal row-unit bounce, which helps maintain consistent seed depth at faster speeds.

"I dig in a few places to check, and the depth is always right where I want it. I have a lot of confidence in this planter," he says.

But what about the higher yields as speeds increase? There's less of a clear answer here. "Maybe there's better seed-to-soil-contact and fewer air pockets; that's my opinion," he says.

For Irwin, the ability to plant faster, with the confidence of not sacrificing yield – let alone increasing it – fits well into his operation.





### Watch Video (0:37)

*Irwin uses a front-mounted toolbar designed to knock down corn and bean stalks and protect tires from stubble damage.*

That type of efficiency is important to him as he farms by himself, hiring help only at harvest. He says running the 12-row planter, faster, gives him similar capacity to a 16-row planter running at traditional planting speeds. And, the 12-row planter is indexed to his six-row corn head, although his use of autoguidance makes that less of an issue. “A bigger corn head would fill the combine faster, which means I’d have to unload before the end rows. I’d need a grain cart, and another tractor, and another person ... for my operation now, everything works.”

His 1200 Series planter is a 1240 pivot transport split-row model, able to plant 12 rows of 30-inch corn and 23-rows of 15-inch beans. With it, he can use one planter instead of two, and this rig transports at less than 13 feet wide, an advantage over his previous 15-foot soybean planter.

Irwin’s move into strip-till came after first

trying pure no-till. “I sat and waited into May for the ground to warm while everyone else was planting corn,” he says. “I wasn’t happy about that.”

Strip-till has proven to be a good fit for him. All his ground is on a corn-bean rotation. In the fall, after bean harvest, he tills 8-inch strips, 4 to 5 inches deep, and applies dry fertilizer in the strip. Using rolling coulters, he runs close to 9 mph. “I like speed,” he adds. In spring, he plants corn in the strips.

Fall-harvested corn fields are left untouched until it’s time to plant beans. He goes in with the planter, set up to plant the 15-inch beans, and plants on either side of the corn row.

His adoption of the Case IH AFS AccuGuide autoguidance system has made his strip-till operations much easier. Through a local supplier, he has added a “swinging drawbar” type of hitch that is hydraulically powered to move right or left, based on autoguidance signal input, to keep his trailing strip-till rig, planter and side-dress rig following true to the tractor’s path.

This implement guidance system takes two receivers: one for the tractor’s guidance and one mounted on the implement to control the drawbar. Both are managed through his FM-1000 receiver, with the Pro 600 display managing the planter and other precision farming functions, including his recent move into variable-rate planting.

Using the new CenterPoint RTX correction signal, Irwin says he’s seeing high levels of accuracy and signal stability. “Even on terraces and contours, the passes are perfect. I just sit there and watch. It’s amazing.”

Along with strip-till and autoguidance, Irwin describes several other contributors to keeping his operation simple and efficient. As a no-tiller, he has avoided anhydrous ammonia, but he says side-dressing 28 percent nitrogen using a rolling coulters applicator when the corn is about a

foot tall is one of the best moves he’s made. “Earthworm activity seems to jump overnight.”

One tractor – a Magnum 235 at 195 PTO hp – handles all the field work. It’s a Tier 4 model, which replaced a 175-hp Magnum 215. The performance of the Efficient Power engine has been just that, he says – noticeably more power with similar fuel economy compared to the 215, and minimal DEF consumption. “I can strip-till nearly 500 acres on one fill of DEF. It’s not inconvenient.”

He runs an Axial-Flow 2577 combine equipped with EZ Steer assisted steering, the 6-row corn head and a 30-foot flex draper head. “This is an impressive machine.”

And then there’s the planter, which he keeps pushing – and testing – at higher speeds. While he continues to plant in the 6-mph range, he says he doesn’t hesitate at all to run 8 mph, as he did a year ago to plant 300 acres in a day in advance of incoming rain.

“With that GPS guidance, and the speed, I can get a lot done in a hurry.” ■



## MORE ACRES, SAME TIME

**The 1200 Series planter’s ability to maintain population and yield at higher ground speeds is a benefit to consider when choosing planters. Running in the 6- to 8-mph range, as conditions allow, gives these 12- and 16-row planters a capacity advantage that approaches larger planters running at the traditional 5 to 5.5 mph.**

**[View this series of videos here](#) to learn more about the productivity of Case IH 1200 Series planters.**



# INDIANA BROTHERS COUNT ON AFS TECHNOLOGY TO HELP THEM FARM BETTER

**Watch Video (1:01)**

*Stuart describes using AFS receivers and controllers to manage their tile plow.*

Stuart and Drew Mager.

# GROWING WITH TECHNOLOGY



**B**rothers Drew and Stuart Mager of Rockville, Indiana, jumped into farming full-time out of high school. Now Stuart, 26, and Drew, 24, are into their second round of new equipment, and they make a point of including the newest technologies because it makes their job easier and more cost-efficient.

They started with the opportunity to gradually take over land their grandfather, Bill Michael, was farming, along with plans to buy and rent additional ground on their own. Bill continues to help them as the transition takes place, and their operation has grown to around 1,700 acres of corn, soybeans and wheat, including 300 acres they've purchased.

They launched their business by purchasing a fleet of new equipment including a Case IH 2588 Axial-Flow combine, an MX275 Magnum tractor with autoguidance, a 16-row 1250 Early Riser planter and a Patriot 3150 sprayer.

It was that sprayer that convinced them of the advantages of Case IH AFS Precision Farming technologies.

"It had full autoguidance, the boom shut-offs, all that stuff," Stuart recalls. "After we saw the amount of chemical we were saving, having that technology wasn't even a question. We could see it was paying."

Even though they are young, the Magers have nearly a decade of farming experience behind them, and have watched the Case IH AFS systems become more integrated and easier to use.

#### Information and control

The Magers count on the AFS systems to help them get more done, and to give them more information about their crop's performance to make decisions about drainage, fertility and seed selection.

As everyone who has used autoguidance knows, the gains in productivity are significant. "When we went to RTK guidance on the corn planter, my productivity nearly doubled. I could plant 300 to 350 acres a day, and do



#### Watch Video (0:33)

*The Magers frequently refer to their field maps made using AFS software.*





### Watch Video (1:19)

*The Magers head to the field with their Axial-Flow 7120 combine and 40-foot flex draper head.*

***“The Pro 700 is very fast, and we can do more with it.”***

it fairly easily. It makes a world of difference not having to sit there and focus on steering,” Drew explains.

Thanks to the accuracy of RTK autoguidance, they plant with a 16-row planter and harvest with a 12-row corn head without any issues.

The RTK autoguidance has enabled them to use strip-till for their corn ground. They make strips as they apply anhydrous ammonia in the fall on harvested bean ground, then plant corn directly into those strips. “That’s where RTK really shines,” Stuart says.

They began making yield maps with their first Axial-Flow combine. Overlaid with soil maps and continually updated, the maps are kept in a three-ring binder in their shop where they are easily accessible.

Stuart says they constantly refer to the maps. “We look at them all the time,” he says.

“We use them for fertilizer, for crop insurance, seed selection, and where to base our tile.”

“We can go to that one book and it will tell us everything we did to a field for the entire year,” Drew adds.

Making and managing these maps has become easier as the AFS systems evolve. Initially, Stuart had his seed dealer make their maps. Now he is making them using the software supporting the Pro 700 displays that came with the Magnum 215 and Steiger 350 tractors they recently purchased. They also use the displays in their Axial-Flow 7120 combine and Patriot 3230 sprayer, which replaced their 2588 combine and 3150 sprayer.

“This software with the Pro 700 is more user-friendly,” Stuart says.

They find it easier to make notes in the Pro 700 during field operations. Drew says he previously recorded planting data in a notebook; now he stores information such as the field name and the seed variety, population and relative maturity in the Pro 700. Then, it’s included on the maps they print of each field.

The next step in the Magers’ technology plan is variable-rate planting, which they intend to do for their 2013 crop. They will develop the prescriptions based on their maps using the AFS software, with the Pro 700 display communicating with their 1250 Series planter.

“I can’t wait,” Stuart says. “This will save us money. When we’re talking \$300 for a bag of seed corn, it’s a no-brainer.” Already, they’ve realized seed savings and yield gains using AccuRow row clutches on their planter. Variable-rate planting should provide further efficiencies.

The Magers see the full integration offered by the AFS products as an advantage for them. “We like the ‘plug and play’ aspect,” Drew says.

“It’s simple. The tractors come pre-wired. We put our monitor in there, and go,” Stuart adds.

There’s little time required to move the Pro 700 from one piece of Case IH equipment to another. For example, Drew explains there’s only one plug between their planter and the Pro 700 in the tractor; and the display automatically recognizes the planter, just like it recognizes the Patriot sprayer and Axial-Flow combine.

The brothers say it’s features like these on Pro 700 that show how the AFS technology is becoming both more capable and more user-friendly.

With previous upgrades, they recall spending time on the phone with their dealer as



**Stuart and Drew Mager’s grandfather, Bill Michael, helped them get started by letting them farm his land. He continues to lend a hand at planting and harvest times.**





### Watch Video (3:14)

*The Magers have experience with the AFS Pro 600 and Pro 700 displays. Stuart describes the differences they have seen.*

they installed the hardware and software. With this latest equipment, they had it up and running without any assistance.

The Pro 700 is faster and more stable compared to their Pro 600, they say. "It's very fast, and we can do more with it," Stuart says. "The memory is bigger, and the transitions from machine to machine are easier."

Drew likes the convenience of the USB drives for data transfer. "They're easy, and there's no data reformatting required," he says. The Pro 700 also has the capability for wireless transfer of data including planting prescriptions using the new optional AFS Connect telematics programs.

The Magers also upgraded to the new AFS 372 receiver which is GPS/GLONASS capable and supports the entire range of correction options. "Our signal loss has been minimal with it, and I think it reacts more

quickly," Drew says.

Along with farming their own land, the brothers provide some custom farming services including planting and harvesting, and have built a good business laying tile and clearing land.

"When we started farming, we bought a bulldozer and excavator to improve our own ground, and it's developed into more than we anticipated," Stuart says. "We like tile," Drew adds.

They say their Case IH dealer has helped them stay current with the new technologies and equipment, often by bringing by a piece

to demonstrate. That's how a new 40-foot flex draper header found a home on their combine. "I made two rounds with that header, and said we'd take it," Stuart recalls. "Our dealer knows just as much about what we need as we do."

CNH Capital financing has helped them get started, and with their equipment upgrades. During the 2012 drought, Stuart says CNH Capital contacted them to ask if they needed any special accommodation to their loan. "We didn't, but I was impressed that they asked. That's hometown-bank kind of service."

Stuart says he and Drew have wanted to farm from the time they were playing with tractors in their mother's flower garden. Now, they are building an operation where the fully integrated AFS technologies are saving them

time and input costs, as well as do a better overall job of farming which they say their landowners appreciate.

"This technology is making a difference for us," Stuart says.

Even when they're not farming, the brothers stay close to tractors. 2012 marked their first year running their pulling tractor "Bullheaded Binder" in the Lucas Oil Pro Pulling League. Drew's the driver; both turn the wrenches.

"We placed second in the Hot Farm class in our first year. We were pretty pleased," Stuart says. "Grandpa always says we were bullheaded, so that's where the name came from." ■

### Watch Video (0:38)

*Stuart describes the performance of their flex draper head.*





# CONSIDER LEASING FOR YOUR EQUIPMENT ACQUISITIONS



**The extreme variability of this year's weather and markets may have also had a similar effect to your cash flow plans. You may be ending this year with substantially less – or more – cash than you budgeted.**

It's also been a year where the advantages of newer, higher-capacity equipment came into play, getting crops planted, sprayed and harvested in a timely manner.

If you're planning to add or upgrade equipment now, be sure to consider leasing as one of your acquisition choices.

For producers looking for ways to manage an unexpectedly high cash balance, leasing provides the option of securing new equipment for whatever term you select – one or five years, for example – with payments made throughout the lease term, rather than drawing down this year's cash. This makes your current cash available for other purchases you may not have initially planned, such as land or capital investments.

At the other extreme, where equipment purchases were planned, but revenues are low, leasing provides the option of gaining new equipment without having to lay out a large amount of cash compared to a purchase.

Granted, installment purchase plans provide the similar advantage of low initial cash outlay. But with them, you are obligated to pay the loan in its entirety. With a lease, your obligation is for the payments during the term of the lease.

"Leasing continues to serve a role for producers looking to maximize their cash," explains Ben Sterling, Director, Marketing, for CNH Capital. "We see it being favored by producers who are more focused on equipment use rather than ownership."

The primary advantage of leasing continues to be how the lease expense can be managed on your financial statements. Depending on how the lease is structured, it can keep the asset off your balance sheets which may improve your financial ratios, such as lowering your debt to equity ratio and raising your return on assets.

These stronger ratios put you in a better position to make other purchases, as your lines of credit are not being consumed by significant equipment expense.

Lease payments may be fully deductible as an operating expense, further lowering your taxable income.

Because leases are in place for a specific

term, they can be appropriate for equipment you expect to trade frequently. In this scenario, the lease expenses can help you confirm specific budgets such as cost per hour, cost per acre or cost per bushel.

Leasing is also a good option for acquiring equipment needed for a limited time frame; for example, having the chance to farm significantly more land on terms you know will be for only one or two years.

Leases vary quite a bit in their structure and as a result, in the way they are treated for tax purposes and in your income statements.

"Even an average-sized farming operation today is working with significant amounts of money," says Sterling. "Making the most efficient use of that cash can make a big difference in profitability. Leasing is one financial tool that can help, especially when a producer is evaluating new opportunities for expansion." ■

**This article was developed in cooperation with CNH Capital.**



# CASE IH PIONEER WORK BOOT.

FIRST IN THE FIELD. LAST TO LEAVE.

**SAVE 30%**  
WITH YOUR OWNER  
APPRECIATION DISCOUNT

## SPECIFICALLY DESIGNED TO HANDLE WHATEVER YOUR JOB DEMANDS.

- Electrical hazard outsole with oil and skid resistance
- Ortholight® Eco Series comfort sock
- Cambrelle® linings
- Composite safety toe for durability and light weight

Shop at [www.shopcaseih.com](http://www.shopcaseih.com) and enter the code **shopcaseih30** when you check out to receive **30% OFF**.

Item Number:  
E1972 80



**CASE IH**  
AGRICULTURE



# MASTERS & MAVERICKS™

## CASE IH VICE PRESIDENT WALKER IS AN AG CONNECT 'MASTER'



The 2013 Ag Connect Expo & Summit offers a preview of what's to come in agriculture in the next several years in terms of new technologies and practices. At the event leaders within the industry – producers and business executives alike – will share their insights through various platforms. Ag Connect has assembled a group of “Masters and Mavericks” who are shaping this new world of agriculture.

Jim Walker, Vice President, Case IH North America, has been named to the group. He sees himself as both a “Master” and a “Maverick.”

“I think I’m a little of both,” Walker offers. “Being a Master means being able to contribute by having a deep understanding of the heritage of your industry.

After three decades in the Industry and being actively engaged in the marketplace, I think I can say I have that Master experience.

“Being a Maverick means going beyond the boundaries of tradition. That means taking risks and creating solutions with ideas that haven’t ever been tried or proven. I think the successes we’ve enjoyed at Case IH certainly have this Maverick thinking as a foundation,” he says.

Ag Connect will be held January 29 to 31, 2013, in Kansas City, Missouri. Case IH will be a major exhibitor. Learn more about the event, and its Masters and Mavericks, at [www.agconnect.com](http://www.agconnect.com).

## SHARE YOUR MAGNUM TRACTOR STORY ON FACEBOOK

When they were introduced in 1988, the new Magnum tractors set a milestone for Case IH and the farm equipment industry with their ground-breaking new design and innovative features.

Chances are those first Magnum tractors marked a milestone for a lot of farm families, as well.

As part of the 25th Anniversary of the Case IH Magnum tractor, Case IH is inviting you to share your “Magnum story.” Submit your story and a photo of your Magnum tractor, and you may be selected to be featured in the Case IH Be Ready blog or on the Case IH Facebook page. Your story doesn’t have to be about those first 7100 Series tractors; we’d like to hear about how any model of Magnum tractor has played a role in your farming career.

**Share your story** online at the 25th Anniversary section of the Case IH Facebook page.

**Here's a Magnum tractor story from Brian Swenseth, Devil's Lake, North Dakota.**

*“This photo was taken of me standing in the cab of a new 7140 in 1988. My father, who was the store manager of [Case IH dealer] Twete Inc. in Devil's Lake, North Dakota, brought this tractor to a trade show as part of a promotion of Case IH products. My father ended up purchasing the business from the previous owner and is now the owner/manager of High Plains Equipment out of the same town.*

*“After completing business school, I am now working for the dealership in the Precision Farming Department of our store. We are currently waiting for the arrival of a 2013 Case IH 25th Anniversary Magnum tractor at our dealership.”*



**Brian Swenseth's Magnum tractor story recalls him being a youngster in the cab of a new 7140 Magnum tractor his father displayed at a show. Share your Magnum story at the Case IH Facebook site's Magnum 25th anniversary section.**





It's easier than ever to stay in touch with Case IH. The Case IH *Canadian Farming* magazine is available in print and in digital exclusive editions like this one.



The Case IH corporate website, [caseih.com](http://caseih.com), is an entry point to a wealth of information about current products and the company. It includes links to two sites where you view any current Case IH product, and an online store for genuine Case IH parts and helpful schematics.

CaseIH.com can also lead you to the Case IH Be Ready blog, at [beready.caseih.com](http://beready.caseih.com). There, you'll find timely articles on a variety of topics relating to Case IH and current ag issues. Sign up to receive Be Ready blog articles by e-mail as soon as they are posted.

Case IH uses [Twitter](#) to provide real-time updates from many of the events the company participates in.

And then there's [Facebook](#). The Case IH Facebook fan base continues to grow, with more than 78,000 fans from around the world sharing their thoughts and photos about Case IH. And, it's updated frequently with interesting news items directly from Case IH. Join in and be a fan [here](#).

Many Case IH dealers have their own websites, Facebook pages, email lists and other communications. Make sure you're signed up with your dealer's social media to stay updated about their special events.

## CASE IH TUBE SHARES NEWS, SHOWS EQUIPMENT WORKING

Case IH has its own channel on the video sharing site YouTube. There, Case IH Tube is the official site for Case IH North America videos. You can find more than 100 videos including overviews of special events such as farm shows, equipment tutorials hosted by Case IH product specialists, as well as

reports from Case IH equipment owners.

It's a good site for learning more about the newest Case IH equipment and technology. Visit the site [here](#). Sign up as a subscriber to receive news and updates.



# SEE WHAT HAPPENS WHEN HORSEPOWER MEETS REINDEER POWER.

Case IH toys and replicas are built to match the looks, toughness and reliability of the machines they're modeled after. They make the perfect gifts to captivate the imagination in children of all ages. This time of year or any. Visit your local Case IH dealer or [partstore.caseih.com](http://partstore.caseih.com)

ZFN44061  
Case IH tractor with  
working loader 12-Volt  
battery operated ride-on

ZFN44060  
Case IH Magnum™ tractor  
and trailer 12-Volt battery  
operated ride-on

ZFN14858  
1:16 Case IH Magnum™ 340  
25th Anniversary

ZFN46181  
5" Monster  
Treads 2-pack

ZFN14849  
1:16 Case SV250  
Skid Steer  
Red Power

ZFN14835  
1:64 Case IH  
Magnum™ 7140  
Authentics #4

