

# FARM FORUM

JUNE 2012

**BE READY**  
HAY PRODUCTION TECHNOLOGY WITH CASE IH

A FULL LINE FROM CASE IH

# HAY AND LIVESTOCK EQUIPMENT







# THE ONLY THING OUR COMBINES LEAVE BEHIND IN THE FIELD IS THE COMPETITION.

The original Axial-Flow<sup>®</sup> combines made the first big step in the rotary combine revolution. But leaders don't stand still. Today, Case IH is setting the standard for Efficient Power through our proven SCR technology that gives you increased productivity on less fuel. All while meeting your capacity and adaptability needs. Not to mention delivering more grain at a higher quality. To learn more about how you can be ready with the proven leader, visit [caseih.com/efficientpower](http://caseih.com/efficientpower).

## BE READY.



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



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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.

**FARM FORUM** is published on behalf of Case IH and Case IH dealers by Cygnus Custom Marketing, a division of Cygnus Business Media. Editorial office: 1233 Janesville Ave., Fort Atkinson, WI 53538. Phone (920) 563-6388. Printed in the U.S.A. Copyright 2012 CNH America LLC. All rights reserved. Volume 39, Number 2, 2012.

## COMMENT

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

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

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

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

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

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

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

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

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



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

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

[CLICK](#) FOR MORE  
HAY INFORMATION

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

# HAY AND LIVESTOCK FOCUS





**While corn and soybeans have commanded much of the attention in agriculture over the past few years, hay crops continue to be the third or fourth most valuable basic commodity crop in the United States, sparring back and forth with wheat for that ranking behind corn and soybeans.**

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

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

In fact, recent changes in the Case IH field organization bring sharper focus to serving hay growers, livestock producers and dairies. Six new hay and livestock field specialists have been named to serve key hay and

livestock areas throughout North America, supporting Case IH customers and dealers alike with special insight on hay production equipment.

"This field specialist approach has been very successful for the cash crop segment of our business, and now we'll make similar strides for hay and livestock producers," explains Zach Hetterick, Case IH manager for livestock marketing.

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

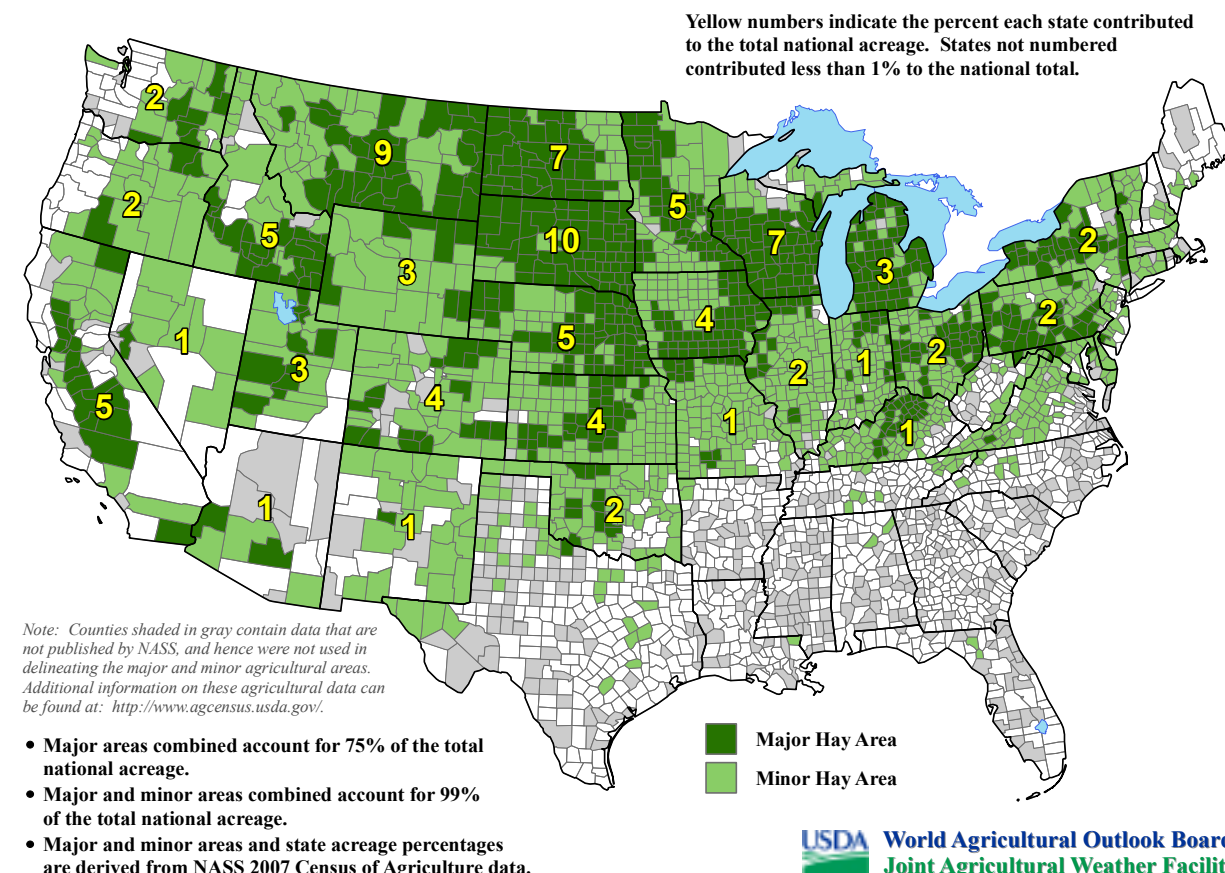
For example, among all the factors affecting hay quality, "stage of maturity at harvest" ranks as one of the primary variables that growers can control. Having reliable harvesting equipment with ample capacity can most definitely contribute to capturing maximum protein, Hetterick notes.

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

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

The Farmall C Series, from 65 to 85 PTO hp, have deluxe features for maximum pro-

## U.S. HAY PRODUCTION



ductivity and operator comfort.

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

On the production side, Case IH offers a complete line of **hay harvesting equipment**, with class-leading products in each category. See more detailed descriptions beginning on page 21 in this issue.

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

Hetterick says.

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

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

Learn more about Case IH products.





# 'WE WOULD NOT GO BACK'

**WITH TWO TIER 4A CASE IH MAGNUM TRACTORS, A KANSAS FAMILY SEES SCR AS A STEP FORWARD IN PERFORMANCE AND EFFICIENCY**



“I thought it was amazing,” Aaron Spencer says. “It had a lot of power and hardly used any fuel. Running over 100 hours and about 1,500 acres, my fuel economy was right around 7.5 gallons per hour. And I probably filled up with DEF one and half times. The fuel economy, to me, was just off the charts.”



**Watch Video (1:06)**

*The Spencers explain why they were interested in being one of the first owners of a Tier 4A Magnum tractor.*



Aaron's describing his first experience running his family's first Tier 4A tractor with **selective catalytic reduction (SCR)**, a **Case IH Magnum 315** they purchased last year. Their first task with it was pulling a 36-foot air drill.

Based on the performance they experienced with the Magnum 315, the Spencers purchased a second Case IH Tier 4A tractor, a Magnum 235, early in 2012. Both are equipped with the **8.7-liter Efficient Power engines from FPT Powertrain Technologies**.

The Spencers, of Rantoul, Kansas, are seeing improved operating efficiencies with their Tier 4A Magnum tractors compared to the models they replaced. Kevin Spencer who farms with his father, Ron, and his sons, Aaron and Brad, estimates fuel savings to be 10 to 15 percent with their Tier 4A Magnum 235 and Magnum 315 tractors using SCR compared to their prior MX210 and MX285 tractors. Along with the fuel savings, the new models deliver more horsepower. PTO hp ratings for the Magnum 235 are 195 hp vs. the MX210's 170 hp, and the Magnum 315 is rated at 265 hp vs. the MX285 at 240 hp.

The Spencers farm about 6,000 acres of soybeans, corn and wheat. "We're no-tillers, and we believe in operating efficiently." They pride themselves on using just three tractors (their third is a Puma 195) for their field operations.

"We run lean and mean. We're not tying up resources in tractors we're not using," Kevin says.

The Spencers purchased the Magnum 315 in June 2011. At a time when questions about potential "complexities" of the new SCR systems had some farmers hesitant to try it, the Spencers saw advantages from two perspectives.

First, they had visited at length with Case IH representatives at a fall farm show. They were aware of the two new emissions systems – SCR, which uses diesel exhaust fluid (DEF), and exhaust gas recirculation (EGR) – and wanted to learn more.

"After talking with the Case IH engineers, we thought this SCR system was the most well thought out," Kevin says. "And, it's been available

in Europe for years. It may be new to us here in the states, but it's been around for a while."

Secondly, they had owned a Tier 4 pickup truck using the EGR system, and had struggled with its maintenance and performance issues, including the regeneration of the exhaust filter.

"Every time we needed power, it was cleaning the exhaust filter," Kevin says.

Unlike emissions systems using EGR, the

SCR systems on Case IH Tier 4A models treat the exhaust after it has left the engine. There are no particulate filters or regeneration. The engines consume fresh, clean, cool air exclusively. Because of this cleaner combustion, Case IH has doubled its engine oil and filter service intervals to 600 hours.

"Six hundred hours versus 250 hours is huge when you're talking about a minimum of \$100 per oil change," says Kevin, who adds they previously changed oil earlier than the recommendation to be conservative. "Plus there's the downtime and labor of doing it."

The proof of the cleaner combustion in the SCR-equipped engines came the first time the Spencers pulled the Magnum 315's dipstick. "Our oil used to turn black after the first 10 minutes because of all the dirt in the engine. We don't have that anymore," Kevin says.

Aaron adds that after applying 2,000 acres of anhydrous ammonia through their strip-till rig, the Magnum 315's oil still had some clarity. "That tractor was pulling pretty hard most of the time," he adds.

## MANAGING DEF

DEF is the key to the SCR engines' efficiency. It's injected into the exhaust stream prior to the exhaust entering a selective catalytic reduction chamber. There, a chemical reaction with the DEF and the exhaust's nitrous oxide results in harmless nitrogen gas vapor and water.

DEF is consumed at approximately 3 to 5 percent of fuel used, with the higher rate consumed under higher loads. It's refilled through a blue-cap designated tank that's next to the diesel fuel tank, so both operations can be handled at once. On their Magnum trac-



**The Spencer Farms crew includes (from left) brothers Brad and Aaron Spencer, Kevin Spencer and his father, Ron, and employee Kirk Mille.**

### Watch Video (1:14)

*Even though the Tier 4A system is new to North American farm equipment, the Spencers note that the Case IH system has been proven, and is simple.*



tors, the DEF tank holds 23.6 gallons, and the Spencers say they fill it once for every two to three fillups of the fuel tank.

DEF is widely available through Case IH dealers and most suppliers and locations that sell diesel fuel. Because the Spencers are seed dealers and move pallets with their own forklift, they opted to get a 275-gallon mini-bulk tote of DEF with a 110-volt pump from their Case IH dealer. During this first year of use, they positioned the DEF mini-bulk by their diesel fuel tank at home, or they put it on a truck and use a portable generator to power it for in-field refills.

"It's no different than filling up your diesel fuel tank every morning, except you don't have to fill the DEF every morning," Aaron explains.

He notes that it's not necessary to take the entire mini-bulk to the field, with just 10 gal-

lons, more or less, needed for a day's running per tractor in most operations. Looking ahead, Aaron says running one or two Tier 4A combines will consume more DEF in a day, and the combines won't be home every night. For that reason, the Spencers are constructing a new fuel trailer that will carry 400 gallons of diesel fuel and 50 gallons of DEF with a 12-volt pump.

With several hundred hours on each, there have been no maintenance issues related to any aspect of the emissions system on either tractor.

Beyond the improved fuel efficiency and pulling power, the Spencers say these Tier 4A Magnum tractors are quieter as a result of lower sound levels from the engine, and from the cab being mounted higher above the transmission. "I can have a conversation without raising my voice," Kevin says.

Their tractors have new features including the 19-speed Economy transmission on the Magnum 315 that provides a 25-mph transport speed at reduced engine speeds. "The rpms drop to around 1,700 and I'm seeing fuel economy of 2 to 3 gallons per hour," Aaron says.

That tractor is also equipped with the front axle suspension that the Spencers say greatly improves its ride, and its power to the ground. "I can flip that switch on and off and see that front axle hug the ground," Kevin says.

The tractors' **AFS Pro 700 displays** provide more operating information and downloadable data, which the Spencers say is increasingly valuable to them. For example, yield maps, which they have been making for several years, are helping them make more efficient fertilizer decisions and seed selections.

"Information is power. It's something we can't get enough of," Kevin says.



#### Watch Video (1:05)

*The Spencers say the engine oil stays clean much longer in the new Magnum Tier 4A engines, giving them the confidence to extend oil change intervals.*



#### Watch Video (1:57)

*The Spencers manage DEF using a mini-bulk tank and an electric pump. Their plans call for a new mobile combination fuel and DEF tank which will be more efficient.*

They also see value in running equipment with cleaner exhaust emissions. "It's all part of being good stewards of the land. I think it impresses people that farmers are trying to help clean up the air," Kevin says.

In fact, the overall technology represented by these Tier 4A tractors and the AFS Precision Farming equipment represents greater value, the Spencers say. "We believe in technology,"

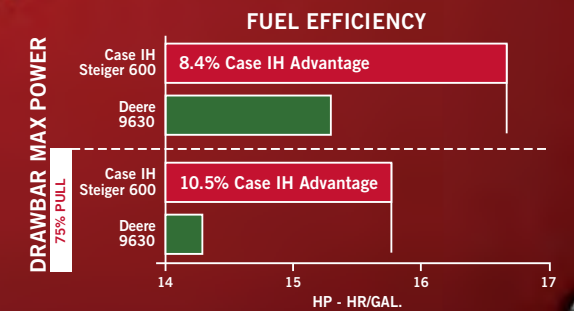
Kevin says. "With technology comes expense, but we think technology is good, and in the end, is profitable. These tractors cost more, but we think there's a payback. We would not go back to the old ones." ■





## WE SET THE STANDARD FOR EFFICIENT POWER WHILE OTHERS WERE STILL DECIDING WHAT THE STANDARD WAS.

While some manufacturers are just moving to SCR (Selective Catalytic Reduction) technology to meet fuel and emissions needs, Case IH has been supporting it since the beginning. And with over 10,000 tractors in the field, our SCR track record is proven. In fact, in recent independent tests,\* the Steiger® 600 set a record for drawbar horsepower and fuel efficiency, outperforming the Deere 9630 across the entire powerband. To learn more about how you can be ready with the proven leader, visit [caseih.com/efficientpower](http://caseih.com/efficientpower).



## BE READY.



**EfficientPower EP**  
MORE PRODUCTIVE • LESS FUEL

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\*Steiger 600 (Nebraska test 2011, November 2011), drawbar maximum power at 16.69 hp-hr/gal., and 75% of pull maximum power at 15.77 hp-hr/gal., compared to Deere 9630 (Nebraska test 1926, November 2008) drawbar maximum power at 15.39 hp-hr/gal., and 75% of pull maximum power at 14.27 hp-hr/gal.



**CASE IH**  
AGRICULTURE



# TAKING PRIDE

**A MANITOBA FAMILY CONTINUALLY INVESTS IN  
IMPROVING THEIR CROP PRODUCTION CAPABILITIES**

**A** lifetime of farming presents a lot of milestones as enterprises change, generations evolve, and new equipment and facilities come into play.

**Watch Video (0:41)**

*The Ksteskys comment on the new Tier 4A Steiger tractors' DEF use and cab suspension.*





For Bob Kostaskey, a new shop and equipment storage building completed last year is a significant milestone as it's been on his list of things he wanted to accomplish for years.

Bob farms just under 7,000 acres of wheat and canola, plus peas, oats and barley near Rosburn, Manitoba, with his wife, Barb, and son, Bob Jr. His brother, Ron, helps part-time, and an employee, Darren Bilinsky, has been with them full-time for several years.

In fact, it was the labor situation that encouraged Bob to commit to building the 80- by 120-foot geotherm-heated building. "In my operation, there's not a lot to keep a person employed for the winter. We saw an opportunity to have a warm indoor place to do some equipment work during the winter, and be able to keep busy."

He envisions doing equipment setup work for several area dealerships and neighboring farmers. Already, he's hosted a sprayer clinic where big sprayers can be extended for viewing and training indoors.

From his first crop in 1974, Bob has gradually expanded the operation by renting and purchasing land as it became available.

One turning point came in 1991 when he got out of livestock to focus exclusively on grain. "When I started out we had cattle, we milked cows, we had pigs, chickens ... it was a true mixed farm.

"It was getting difficult to concentrate on doing a good job with everything, and I liked working with grain better than livestock," he says.

His focus on grain has included produc-

ing identity-preserved canola and wheat for buyers in Canada and England. Maintaining crop segregation is a key part of the process. When the rail line running through Rosburn was abandoned, Bob purchased the grain elevator in town, which gave him 130,000 bushels of capacity in multiple bins. He's also structured his on-farm storage to easily handle grain segregation.

After about a decade of no-till seeding, Bob says the region's recent wet weather has resulted in him returning to tillage. "With these really wet conditions, we're doing a lot of tillage just to get rid of the ruts in the field and help dry out the land," he explains. The work includes heavy harrowing to manage thick straw residue and deep tilling to deal with compaction and ruts.

The area Bob farms in the Parkland Region of southwestern Manitoba has rolling, productive soils but a short growing season. "If we get 130 frost-free days, we're doing well," he says.

For that reason, along with the higher quality requirements of the identity-preserved crops, timeliness in the field is critical to him. He's based his equipment selection on machines that will perform with maximum capacity and reliability.

For example, he has run several brands of combines over the years, staying with one until he sees a better option.

When the AFX Series of **Case IH Axial-Flow combines** were introduced in 2003, Bob rented a new AFX 8010 and ran it alongside the machine he owned. "It had a little more capacity, and it was quieter," he says. That performance led to him switching



#### Watch Video (0:44)

*The Kostaskeys recently built an 80- by 120-foot shop and equipment storage building.*



#### Watch Video (0:58)

*They describe their initial concerns about the new SCR system, but find that the engines are more fuel-efficient and running substantially cleaner.*



**Bob Kostaskey Jr. seeded with a Steiger 485 prior to running this Steiger 550. "It's pretty similar," he says of the 550, adding that the Multicontrol handle now operates the No. 1 remote. "My hand doesn't have to come off the control other than to turn the air seeder on and off," he says. "There's lots of leg room, it's quiet and very comfortable to ride in."**





### Watch Video (0:46)

*After several hundred hours of running the two Tier 4A Steiger tractors, the Kosteys still have a bit under half the DEF in the original 275-gallon mini-bulk container they purchased.*

to the Case IH combines, and he currently runs a pair of Axial-Flow 9120s.

“We’re happy with the capacity,” Bob says. Dealing with tough, heavy straw is the big challenge he faces, both getting the grain threshed and spreading the residues, and these combines perform well on both counts. “They have the MagnaCut choppers on them, and they do a good job of chopping.” He says they easily cover the width of the 30-foot headers.

Bob’s move into Case IH tractors followed a similar path. After experiencing major powertrain repairs in two tractors he owned, he purchased his first Case IH tractor, a 9270 Steiger. “That was my first Steiger tractor and

I’ve never looked back. I’ve been quite happy with them.”

He runs two tractors matched with two air seeders. His current tractors, a **Steiger 550HD** and a **Steiger 500HD**, pull 64- and 54-foot air drills. He has been trading tractors every two years; these replaced a Steiger 535 and a 485. Because he does a bit of scraper work for land improvement, Bob has opted for the HD versions for his past several models.

These are his first Tier 4A tractors, and after about 100 hours on each one, he’s impressed with the new **Efficient Power engines** using selective catalytic reduction (SCR) in place of exhaust gas recirculation (EGR).

“With anything new there’s a bit of hesitation,” Bob says, regarding purchasing the Tier 4A tractors. “I wasn’t sure about dealing with DEF, but from what we’ve seen so far, it’s been really good.”

They are seeing a distinct fuel economy difference with these Tier 4A tractors vs. the previous models. “We haven’t been able to quantify it other than what we’re seeing on the monitors. Pulling the drills, we used to run 18 to 20 gallons per hour; now we’re running 13 to 16 gallons.

“Conditions aren’t as wet as they were last year, so maybe it’s not pulling quite as hard, but from what we see, we are definitely ahead of the game, even putting the DEF in. The reduction in fuel usage is quite remarkable.”

He says they have been filling the tractors’ DEF tanks after every 2 to 2 ½ fills of diesel fuel. “It’s not as big of a concern as we thought,” he says.

Both Steiger tractors are equipped with autoguidance, which the Kosteys have used for several years. After dealing with some signal outages last year with their WAAS signal – attributed to solar flares – they have upgraded to a more accurate and stable cellular-based signal. And, this signal gets them set for the next level of information interconnectivity as Case IH expands its AFS system to include the **AFS Connect** platform including telematics.

“With autoguidance, the fatigue level is so much less, and the acres seeded are a lot more consistent, without overlaps or misses. When the system was down, I had to remind the guys that yes, you can still drive the tractor using the steering wheel,” Bob says.



### Watch Video (0:45)

*The Kosteys use a Case IH Puma tractor for powering augers, rock picking and snow removal.*

They made the autoguidance signal switch at the recommendation of their Case IH dealer, who has played a key role in helping the Kosteys stay current with technology – and maximizing uptime. “Our dealer’s been great,” Bob says. “If we have a problem, they have a mechanic here right away. That is another reason why we switched to red, the service has been great.”

With the new building completed and a current line of high-capacity equipment in his yard, Bob feels good about the operation he and his family have built. “As a young man, I had my mind set on where I wanted the farm to be, and I think I’m there,” he says.

He and Barb have more time to spend with their family, including their daughter, Courtney and 3-year-old granddaughter Layla.

“We try to farm as best as we can and take a lot of pride in what we do,” Bob says.





NEW INFORMATION CAN IMPROVE TIMELINESS AND EFFICIENCY

# HAY PRODUCTION TECHNOLOGY

**I**t's time to get ready for the next level of technology in hay production. The ability to capture accurate operating costs, such as fuel used per operation and time spent in the field, is getting easier, and new capabilities such as telematics hold the promise of real-time analysis and machine management.





“Having information more readily available than we’ve ever had before will add a lot of power,” says Kevin Shinnars, Ph.D., Professor of Agricultural Engineering at the University of Wisconsin-Madison. “When you have all this information, you can start to make some really intelligent decisions about cost and productivity that we haven’t been able to make before.”

With input costs rising, notably fuel, and hay values high, knowing your production costs becomes more important, Shinnars says.

Telematics adds a new dimension. It provides the ability to remotely monitor a machine’s operation, with data being transferred back and forth.

“With telematics, farmers can remotely capture data from harvesters and tractors,” says Shinnars.

“A farmer can sit at a computer and see if the harvester is moving in the field and can tell when another truck or crew is needed. If we can track things like fuel use and tonnage in each field, we can really start to get a handle on costs, figure out where there are inefficiencies, and determine how to overcome those problems.”



**Kevin Shinnars, Ph.D.**

Case IH recently introduced telematic capabilities in its **AFS Connect** system. It uses a combination of Global Positioning Systems and cellular technology to link equipment information via the Case IH Pro 700 display to the farm office – or any remote site – wirelessly in real time. Most any operating parameter

you’re viewing on the displays in the tractor or harvester can be viewed on a computer, anywhere, and stored for further analysis.

Starting this spring, Case IH dealers will begin retrofitting AFS Connect Manager and AFS Connect Executive packages on fleets of both Case IH and competitive equipment as part of its commercial introduction of Case IH telematics technology.

Brett DeVries, Case IH Hay and Forage Marketing

Manager, describes one way that current technology can be advanced through telematics.

“With a bale weight system, you can monitor and control bale density, shape, weight and length, all from the cab. You can

### **AFS Connect is a pipeline to send and receive machine, agronomics and job-site information.**

monitor the moisture content in each bale, so you know exactly what you’re putting up.

“With telematics, we’ll also be able to direct all that information to an office computer, along with real-time information about how the equipment is operating, such as how much fuel is being used, engine speed and so forth.”

Along the lines of efficiency and productivity, hay producers shouldn’t overlook the benefits of current autoguidance technology. Shinnars points out that determining direct paybacks from autoguidance is more difficult with hay crops than it is with row crops, but different advantages can apply.

“Let’s say instead of cutting hay with a 10 percent overlap you are cutting full width all the time. That means you ought to get the job done 10 percent faster, and maybe that allows the crop to get dry enough to chop in a single day and avoid a rainstorm,” Shinnars says.

“We’re also seeing higher ground speeds with cutting equipment, and that makes maintaining a full cut more difficult,” he says. “With autoguidance you can run at those higher speeds and be more productive. That’s definitely a plus.”

A radio frequency identification (RFID)

bale ID tag system is another way technology can help assure hay quality, Shinnars says. “An RFID tag on a bale can store a lot of important information related to the quality of the bale,” he says. “It includes which field it’s from, where in the field it was made and the bale’s moisture content. With that

information, a producer can feed the highest moisture bales sooner and store the driest-moisture bales longer. The information can help a producer make decisions on which bales to use first and how to price them.”

In spite of the information potential of these new technologies, Shinnars reminds that the most important aspect of quality hay production continues to be timeliness.

“Hay and forage crops demand the most timely operations in agriculture, in my opinion. If you’re trying to get the very best feed, the way you’re going to do it is harvest at the right time and beat the weather. That’s why efficiency and productivity are so important,” he says.

“And, if you would have asked me 25 years ago, I would have said the same thing. The technology has improved, but the goal is still the same.” ■



# STAY SHARP!



**BUILT TO OEM SPECS.  
BUILT TO LAST.  
BUILT FOR ALL MAKES.**

Case IH rotary cutting knives are built stronger to last longer. Keep your harvesting edge and replace old knives or match your current field and crop conditions. Available as single knife or convenient replacement kits, Case IH knives provide clean cuts on the toughest crops and conditions.

## 7° TWIST KNIVES



Recommended for abrasive soil and rocky crop cutting conditions. These knives function well for a wide range of field and cutting conditions.

## “V” KNIVES



Recommended for operation in rocky conditions where excessive knife bending is a concern. This knife has greater resistance to bending when coming in contact with a foreign object.

## 14° TWIST KNIVES



Recommended for most crop conditions providing a close, clean cut and more lifting action. They're standard equipment on most heads. The 14° Twist Knife also is available with a serrated edge.

## 18° TWIST KNIVES



These knives provide a close cut and high lift for superior material flow. They're standard equipment on Case IH self-propelled windrower heads.



**KNIVES  
AVAILABLE FOR  
ALL MAKES!**

## KNIFE KITS

Kits are available to make knife repair quick and easy. The knives and hardware for one disc are included.

**See your Case IH dealer or visit: <http://partstore.caseih.com>**



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# CASE IH MEETS CATTLEMEN

THE COMPANY IS A NEW EXHIBITOR AT THE CATTLE INDUSTRY'S MAJOR ANNUAL EVENT.

**T**hrough shows, exhibits and specially targeted customer meetings, Case IH takes opportunities to connect more directly with various grower and producer groups. While agricultural producers as a whole have a lot of common expectations from their farm equipment, individual segments have unique needs and challenges.

Early this spring, Case IH exhibited at the 114th **National Cattlemen's Beef Association** Cattle Industry Annual Convention and NCBA Trade Show in Nashville, Tennessee, a first for Case IH.

"We're serious about the livestock business," explains Case IH manager for livestock marketing, Zach Hetterick. "It's important that we not only be seen at these events, but that Case IH employees gain a better understanding of the challenges our customers in various markets face as they manage their businesses."

The NCBA convention provided ample opportunity. There, more than 8,000 producers representing all aspects of beef cattle production met to see and learn.

NCBA's role is to be the trusted leader and definitive voice serving the beef cattle industry, explains J.D. Alexander, NCBA President and a cattleman from Pilger, Nebraska. "We are an industry united around a common goal of

being the world's most trusted and preferred source of beef and beef products," he says.

As with many segments in agriculture, beef producers are facing challenges that can affect their profitability and even their existence.

"A regulatory rampage being orchestrated by out-of-touch agencies in Washington, D.C. is among the top concerns of cattlemen and women," says Alexander. "These agency officials need to venture off the city sidewalks of Washington and get their boots dirty in rural America. They need to interact with farmers and ranchers before proposing regulation after regulation."

A top issue for NCBA is the 2012 Farm Bill. "We need funding for research, which allows us to protect animal and public health. We need a partnership with the government to cost share on important environmental projects that will benefit land and wildlife.

"Another issue is the estate tax," Alexander continues. "Death should not be a taxable event. This tax punishes young people who want to take over the family farm or ranch."

Beyond discussing policy issues such as those Alexander describes, producer group meetings like the NCBA's count on industry suppliers to show what's new. "We want to hear about what companies have to offer that can allow us to be more sustainable, more efficient and more profitable," he says.

To that end, Case IH showed some of their newest tractors and hay production equipment at the conference's trade show.

No matter what commodity farmers and ranchers are producing, Alexander encourages they play an active role in their commodity or producer group. Virtually every producer group president emphasizes that individual voices are important to shaping legislative and policy issues.

"We need all hands on deck. Your voice matters," says Alexander. He encourages his group's members to get involved in NCBA, and to reach out to policy influencers. "Write letters, make phone calls, and don't shy away from the chance to talk to the media about the facts of the beef cattle industry." ■





# SMALL AND SIMPLE

A NEW YORK DAIRY TAKES A LOW-OVERHEAD APPROACH TO PROFITABILITY

**I**n an era when farming is all about “economies of scale,” Dennis Emke and his wife, Lorrie, have focused on the “economy” part of their operation and have established a small dairy that works exactly the way they want it to.

“We bought this farm in the spring of 1990, and I never really wanted to get bigger. To me, it just seemed like more headaches,” says Dennis Emke, of Cherry Creek, New York.

Like a lot of farmers starting from scratch, Dennis counted on a few years of full-time off-farm employment to help fund the farm. The 600 acres they purchased wasn’t costly, with nearly 450 of woods and the balance in tillable, hilly ground, but the interest rates were “sky high” at the time, Dennis recalls.

When interest rates dropped, they kept paying the previous amount. That type of

**Watch Video (0:58)**

*Dennis describes his dairy operation.*



frugality infused most every aspect of their operation, from keeping a grade herd, rather than a registered one, to selling some standing timber from their woods when they needed a little extra cash. Most of their investments focused on modest improvements in making feeding, cleaning and milking the herd easier for Dennis and Lorrie to handle themselves.

Today, the Emkes milk 35 to 40 head of farm-bred and raised Holstein and Jersey cows, producing about 2,000 pounds of milk per day. "We don't hammer them hard, and it's just Lorrie and I who do everything."

With the farm paid for more than 10 years ago, Dennis says they have gradu-

ally upgraded their equipment and facilities, as they intend to keep the herd at the same size.

"We've always had older equipment, and we decided it was time to start buying new. I'm no mechanic," he says. "I need things to run right."

Dennis had owned several foreign-brand tractors that had been popular in the Northeast. As their dealer support declined, he bought one North American brand tractor. In spite of that company's reputation, he wasn't pleased with the tractor's performance or the dealer's service.



An avid snowmobiler, Dennis' first exposure to a Case IH tractor came when he ran the local snowmobile club's trail groomer – a Puma specially equipped with tracks, rather than tires.

"I really enjoyed driving that thing," he

## Slide Show

says. That experience turned into the purchase of his first Case IH tractor, a **Puma 125**. At 105 PTO hp, it had about 10 hp less than the tractor he replaced, but was substantially heavier, a difference he noticed pulling his forage chopper on the hilly ground. "It's heavy, but it doesn't push this Puma around," he says. "This is a much heavier built tractor."

Dennis says the overall convenience and power of the Puma has impressed him. Features such as the automatic temperature

## Watch Video (1:11)

*Dennis uses a Farmall 95U daily to spread manure.*



*Emke Farm*

**Dairy  
of  
Distinction®**





control in the cab, the ease of its full powershift transmission and the detailed information available on the instrument display are helpful. The Puma's MultiControl handle puts multiple functions, including engine speed, gear selection, direction and hydraulic control, at his fingertips.

The main duties for Dennis' Puma 125 include plowing using a 5-bottom plow with 18-inch shares, running about 5.5 mph, and pulling silage wagons. "It walks away with that plow," he says. And, the fender-mounted PTO control is useful for unloading the silage wagons, he adds.

The second new Case IH tractor to arrive on the Emkes' farm in the last two years came after Dennis' Case IH dealer told him of a well-equipped **Farmall 95U** that had been ordered but not purchased. "I was looking for another tractor to use on my manure spreader. I wasn't looking for a new tractor, but this one fell into place."

At 80 PTO hp, the Farmall 95U makes an ideal chore tractor for the spreader. The cab provides a comfortable workplace for a tractor that's used 365 days a year through all the weather New York state can deliver. Being able to access the cab through either



#### Watch Video (1:18)

*A Puma 125 is the Emkes' largest tractor.*

side is a plus for working in tight spaces.

As the Emkes continued their upgrades, Dennis wanted to get a small tractor for raking hay and pulling hay wagons. He ordered a cab-equipped two-wheel drive **Farmall 75C**. "I wanted something pretty economical with a cab," he explains. "It's going to be a nice tractor for us."

Part of the Emkes' interest in having cabs on their chore tractors is because Lorrie does a fair amount of the hay work. "I like for her to be comfortable in there," Dennis says.

In fact, Dennis credits Lorrie with making sure their purchases work on the bottom line, after he makes the equipment selection.

One unexpected advantage of the Farmall tractor purchases the Emkes made this last year was qualifying for \$1,000 off of a new RAM truck. Dennis says he was interested in trading trucks and the \$1,000 rebate helped him make the deal on a RAM 2500.

These new tractors are more fuel-efficient than the older tractors Dennis replaced, they are comfortable and dependable, and they are covered by warranty. They fit into the Emkes' plans for investments that are



#### Watch Video (0:19)

*Dennis took advantage of a co-promotion between Case IH and RAM trucks to purchase a RAM 2500 pickup.*

high-value and cost-effective.

"I am asked a lot how do we do it, just milking 35 cows," Dennis says. "Well, we worked a lot. We'd be doing chores at 2 a.m. so I could get to work at 6. Looking back, I don't know how we ever got hay crops in." Now, Dennis is on the farm full-time and Lorrie, who stayed home in the earlier years, has a job in town.

They're able to produce all their own forage, with a bit of additional rented land, and grow enough corn to meet most of the herd's needs. They've been named as a New York "Dairy of Distinction" and continue to take pride in their farm's overall appearance and herd health. And now, they're enjoying using efficient new tractors sized to meet their own specific needs.

"We've worked hard, struggled through tough times, and made things work for us without hiring others or getting bigger," Dennis says. "And, we seem to get along just fine." ■

#### Watch Video (1:09)

*The newest Farmall on the Emke farm is this Farmall 75C.*





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**CASE IH**  
AGRICULTURE



# CASE IH PRODUCT FOCUS

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

## CASE IH HAY AND LIVESTOCK TRACTORS

Livestock tractors stay busy. Case IH offers three distinct lines of tractors — **Farmall**, **Maxxum** and **Puma** — that can be a good fit for any livestock operation. All have ample power, with every model featuring smooth-running four- or six-cylinder engines, and most feature forward-reverse shuttles. With solid steps and handholds and operator stations that are free of center-mounted shift levers, all these Case IH tractors are easy to get on and off, a big advantage for the frequent daily chores. And, newly designed sloped hoods allow good forward visibility.

Every Farmall, Maxxum and Puma tractor can be matched with a Case IH loader, and all can be equipped with MFD. Comfortable cabs provide protection from the elements on these tractors that may be used 365 days a year. And, Case IH offers most of these models in Value or Deluxe editions to meet every operation's requirements.



### **PUMA MODELS (105 TO 180 PTO HP)**

All Puma models include the MultiControl Armrest, large quiet cabs, full powershift transmissions and 6.7-liter Tier 4A engines with SCR. The CVT transmission with exclusive Case IH double-clutch technology is a popular option. Choose from short or long wheelbase models.



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### **FARMALL A SERIES (45 TO 75 ENGINE HP)**

Choose Farmall A Series for simple value tractors with the power and heft to handle most livestock loader chores. As with all Farmall models, select from two-wheel drive or MFD and ROPS or cabs (depending on the model).



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### **FARMALL 100A (90 TO 115 PTO HP)**

A new model series designed to offer ample power and performance and simple operation for value-focused buyers. Features include 4.5-liter four-cylinder or 6.7-liter six-cylinder Tier 3 engines, clutchless power shuttle and an 8F x 8R transmission.



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### **FARMALL B SERIES (28 TO 47 ENGINE HP)**

The smallest models in the Farmall line, these tractors can work in tight spaces. Match them to a wide range of attachments including mowers, brooms, blades and backhoes for many farmstead chores. Transmission choices include an easy-to-use two-pedal hydrostatic transmission with three speed ranges.



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### **MAXXUM MODELS (90 TO 120 PTO HP)**

All Maxxum tractors are powered by efficient 4.5-liter four-cylinder or 6.7-liter six-cylinder Tier 4A SCR engines. Deluxe Multicontroller models include the MultiControl Armrest. Several transmission choices include semi-powershift and powershift versions. Choose a front three-point hitch and front PTO for added versatility.



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### **FARMALL 75C SERIES (65 PTO HP)**

These are deluxe utility tractors available in multiple configurations. Cab-equipped models have dash-mounted climate controls with optional instructional seat and Hi-Vis roof panel.



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## HAY PRODUCTION EQUIPMENT

### CASE IH BALERS

Case IH dealers offer an extensive line of round and square balers with models suitable for small-scale livestock operations to commercial hay producers.

### RB SERIES ROUND BALERS

Chose from six models representing 4x4, 4x5, 4x6, 5x5 and 5x6 bale sizes. All are designed for increased productivity, superior-shaped bales, reliability and simple ease of use. For example, new rolls of Case IH net wrap can be loaded in less than a minute. The mesh wrap roll is front-mounted so its operation can be visually confirmed. The over-the-edge net wrap helps assure bale integrity. Other features include wide pickup options for smooth material flow and forward-mounted pickups that let you view the crop as it feeds. Bales are supported by powered floor rolls, rather than belts, for longer belt life and superior bale formation.





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### LB 3 SERIES LARGE SQUARE BALERS

Put LB333 and LB433 large square balers to work when high production and high quality matters. These machines are designed for commercial-scale capacity with features including precompression chambers for dense, uniform bales and best-in-class knotters for reliability. Choose from two crop cutting systems to manage forage size. Both models are Isobus capable to connect with AFS Pro 600 or Pro 700 displays.





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## HAY PRODUCTION EQUIPMENT

### CASE IH BALERS

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### **SB SERIES SMALL SQUARE BALERS**

Four SB Series balers produce 14 x 18 or 16 x 18 bales. Designed for ample crop throughput and tight, consistent bales, the SB Series has new features for ease of service and maintenance. Add an optional bale thrower for improved productivity.





# CASE IH PRODUCT FOCUS

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## HAY PRODUCTION EQUIPMENT

### FORAGE HARVESTERS AND BLOWERS

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

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





# CASE IH PRODUCT FOCUS

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## HAY PRODUCTION EQUIPMENT

### WHEEL RAKES AND MERGERS

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

Efficiently combine two to three swaths with [CM Series crop mergers](#) at either 9 or 12 feet wide.





# CASE IH PRODUCT FOCUS

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## HAY PRODUCTION EQUIPMENT

### **MOWERS**

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





# CASE IH PRODUCT FOCUS

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## HAY PRODUCTION EQUIPMENT

### **WD 3 SERIES WINDROWERS**

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

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

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

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





# THE FAVORITE PART OF HAY SEASON

The Case IH display at the National Cattlemen's Beef Association Cattle Industry Annual Convention and NCBA Trade Show in Nashville, Tennessee, generated a lot of interest and a lot of conversation.

Case IH asked some of the visitors about their favorite part of hay season. Their answers might be similar to yours:

“When it's all over.”

“The smell of the hay when it's baled and put up in the barn.”

**“Sunshine and no rain.”**

*“The quality time I get to spend with all my help.”*

“I take some time off and run the swather.”

“To get to spend time in a tractor and rake hay and actually produce a product for our cattle.”

Visitors were also asked, “What do you find important in a utility tractor?” (Their answers sound a lot like a Farmall ...):

Convenience  
Dependability  
Ease of use  
Visibility  
Automatic shift



[Watch Video \(1:24\)](#)

## CASE IH TWINE MEETS NEW INDUSTRY STANDARD

In a move to provide uniform quality and performance expectations for twine, the American Society of Agricultural and Biological Engineers (ASABE) recently adopted new standards for quality, testing, labeling, performance and country of origin for plastic agricultural baling twine.

Case IH and BaleKeeper branded plastic twines meet these new standards.

The need to update the standards and to hold each manufacturer accountable for their product quality was prompted by the ever increasing number of plastic twine suppliers and the ongoing developments of higher performing baler twines.

In setting the new standards, ASABE has addressed a common complaint from producers that they sometimes buy product that is less than stated on the label. Conformance to the new standards is voluntary for manufacturers.

“Case IH wholeheartedly agrees with ASABE that it is important for consumers to understand the minimum performance expectations of the baler twine products they purchase, and that each manufacturer delivers a product that meets or exceeds these stated performance expectations,” says Bob

Hammitt, Case IH parts marketing manager - Hay & Forage.

As such, all Case IH and BaleKeeper branded plastic twines now meet the new standards, and are packaged with labels that state: “Manufactured and Tested in Accordance with ASABE Standard ANSI/ASABE S315.4.”

### HIGHLIGHTS OF NEW INDUSTRY STANDARDS FOR PLASTIC TWINE

- Bale footage and twine strength meet declared values.
- Twine uniformity is consistent and will deliver optimum performance in a properly adjusted baler knotter.
- Twine is properly stabilized to meet requirements for weatherability and ultraviolet (UV) protection.
- Quality control test lab methods and frequencies are standardized.





# CASE IH CONNECTS AT LIVESTOCK AUCTION BARNES

## New program promotes high school rodeo

Deep in the heart of Texas, livestock auction barns are a core part of the community's social fabric, where local ranchers socialize as well as conduct the business of buying and selling cattle. This year, the auction barns in more than 50 towns across Texas and Oklahoma will be the site of a unique new event: promotion for the National High School Rodeo Association, with Case IH as a primary sponsor.

Called the High School Rodeo Roundup, these special events for auction barn customers feature a free top-sirloin steak dinner and serve the dual purpose of fundraising for the National High School Rodeo Association and highlighting new Case IH Farmall and Maxxum utility tractors through presentations and ride-and-drives. RAM trucks is also a primary sponsor.

For more than 60 years, the NHSRA has orga-

nized and promoted high school rodeo events and now has more than 10,500 members in 41 states, five provinces and Australia.

**Click here for more information on this year's High School Rodeo Roundups**



# A RED CASE IH SCOUT LOOKS BEST FOR TEXAS TECH

As a fan and sponsor of Texas Tech University sports, west Texas Case IH dealer Wylie Implement approached the university several years ago about doing a promotional trade using a Scout utility vehicle.

"They said they already had a utility vehicle," recalls Kim Wylie, marketing manager at Wylie Implement in Lubbock. "I said, 'It's green; your colors are red and black. Wouldn't a Scout be better?'"

The university agreed. This will be the third year that a red Case IH Scout sits on the sidelines of all Texas Tech home football games ready to help injured players off the field. The school recently added a second Scout to use for general utility chores.

"The Case IH vehicle is invaluable in helping us provide the utmost care for student athletes," says Arnold Gamber, Director of Athletic Training and Head Football Athletic Trainer at Texas Tech.

The utility of the Scouts is also helpful. "We use the Case IH Scout to help transport all of our field equipment for game day and field practice setups. Without the Scout, we wouldn't be as productive or efficient," explains Zane Perry, Head Football Equipment Manager.

"It's been a good partnership," adds Wylie. "The Scouts are very visible to thousands of people, and they're serving a useful role for the university."





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CASE IH  
SOLID RED CAP  
Item Number:  
10CIH001



YOUTH CASE IH  
CAP "FIELD OF  
DREAMS"  
Item Number:  
11CIH005

IH WOMEN'S SOLID PINK  
FASHION CAP W/ LIQUID METAL  
Item Number: 11IH014

PRETTY LITTLE  
FARMER GIRLS  
TEE RASPBERRY  
Item Number:  
D10797 S



DADDY'S LITTLE  
TRACTOR PRINCESS  
GIRLS' TEE  
Item Number:  
D10680 4

FROM HARVEST TO  
TABLE YOUTH TEE  
Item Number:  
D10804 4



LOGO LADIES TEE  
HELICONIA PINK  
Item Number: 90006-2 S

MAKE MY DAY SS  
TEE ATHL. HEATHER  
Item Number: D10637 M



BIG RED 5PC  
CHILDREN'S DISH SET  
Item Number: MH-8904



BBQ COOLER  
Item Number:  
CNH00168

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